Miss Marion Corwell Henry Ford Museum and Greenfield Village Dearborn, Michigan

Dear Marion:

It was good to see you, if but briefly, and discuss the upcoming activities of the Public Relations Committee. I am confident that you will make an excellent chairman and the productivity of the Committee will be increased by about 100 percent during 1962.

In accordance with our conversation, I am enclosing a memorandum I wrote recently for the benefit of some people who are working on fund raising. This is one of the pieces that you can put together to form the image of NAEB.

As yet, I have not received the material from the Dearborn Inn, but I expect it will arrive shortly. When it does, I will launch an all-out campaign to get the Educational Media Council to pick the site for its next meeting.

Naturally, you, the Ford Museum and Greenfield Village (in order of importance) will constitute the main attractions.

Cordially yours,

William G. Harley

Encl. WGH/vr

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE VICE PRESIDENT



Suite 1119 1346 Connecticut Avenue, N. W. Washington 6, D. C.

January 31, 1962

Mrs. Marion Corwell, Manager Educational Television Henry Ford Museum and Greenfield Village Dearborn, Michigan

Dear Marion:

Since I handle most of the liaison with the various NAEB committees, Bill has asked me to reply to your letter of January 25.

According to the "Definition of Responsibilities of NAEB Committees," (as revised in February, 1960), the following summarizes the responsibilities of your committee: "This committee is charged with general PR responsibility; it should remain sensitive to the Association's current PR position and provide guidance, constructive criticisms and suggestions for the Association's PR operations. This committee advises the President and Editor on all such matters and is expected to recommend activities ranging from day-to-day "publicity" to long-range promotional goals."

As you know, this committee has always worked closely with Betty McKenzie on PR activities. I know she would appreciate your help on day-to-day publicity-type operations, and we would all appreciate your committee looking into the matter of long-range promotion and publicity in an effort to establish a better national "image" of the NAEB and educational broadcasting in general.

The list of your committee members will appear in the February Newsletter which you will probably receive about the same time you receive this letter, so I won't bother repeating them all here.

We have appointed this year, for the first time, a Committee on Committees to look into the roles the various committees do and should play. After they have examined this question, all committee chairman will be advised of any modifications of their role as seen by the administration of the Association.

I believe you and Betty worked out the details of adding Robert Montgomery to your committee (as an eleventh member) so there should be no problem on that score.

If I can be of any assistance, or provide any further information, please let me know.

Cordially,

Harold E. Hill

Administrative Vice President

HEH/mlm

cc: Mrs. Betty McKenzie

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Henry Tord Museum AND Greenfield Village

DEARBORN, MICHIGAN

William Clay Ford, President Donald A. Shelley, Executive Director January 25, 1962

Mr. William G. Harley National Association of Educational Broadcasters Suite 1119 DuPont Circle Office Building 1346 Connecticut Avenue, N.W. Washington 6, D. C.

Dear Bill:

Thank you for your letter and the enclosed memorandum concerning the purpose of NAEB. It is well written and will be of great help in our attempt to succinctly describe the image of NAEB.

I enjoyed our brief visit and the opportunity to discuss the formation of the public relations committee. I would still very much like to know what is expected of the committee. Are we to concern ourselves at all with publicity, or is this handled exclusively by a staff member of the National Headquarters? Just as soon as I receive information concerning the committee members I will go into action.

You should be hearing from the Dearborn Inn any day and I will be interested to know your plans for the Educational Media Council.

Cordially,

Marion Corwell, Manager Educational Television

MC:da

Hilly FUS

NAEB Headquarters
1346 Connecticut Avenue, N.W.
Washington 6, D.C.

MEMORANDUM

TO: NAEB Public Relations Committee

FROM: Harold E. Hill

DATE: February 5, 1962

This may reach you before the February Newsletter does, so some of you may be surprised to learn that you have been appointed to this committee. Of course, some of you are "carry-over" members from last year, since most committee appointments are now made for a three-year period. Your new Chairman is Mrs. Marion Corwell, Manager, Educational Television, Henry Ford Museum and Greenfield Village, Dearborn, Michigan, and I have already exchanged correspondence with her.

One of the first tasks we should like for your committee to undertake is the consideration of a new promotional brochure for the NAEB. I expect that all of you are already familiar with the present brochures, but I am enclosing copies, in case you aren't. The larger of the two is a general brochure used for many purposes: general promotion, to interest potential institutional members, describe our work to outsiders, etc. The dues structure of the NAEB is to be found on inserts stock in the back of this brochure (because of changes in dues sometimes, we felt it best, at the time this brochure was printed, not to print the dues structure as a part of the brochure). The smaller brochure is designed primarily to bring in Individual members and, you will notice, is out of date so far as amount of dues, location of Headquarters, and name of the President are concerned. They are stamped with a rubber stamp to at least correct the dues information.

Although we still have literally thousands of these brochures, we believe that a new one should be designed. We don't believe this one quite tells the story - and perhaps one brochure could do both jobs these two were intended for. The new piece should probably be of a size to permit its insertion in a normal business envelope, but should still tell a pretty complete story.

I have sent this memo to all the members of the committee in the interest of time and effort, rather than asking your chairman to do so. Will each of you please give some thought to a new brochure and pass your ideas along to Marion (with a copy of your letters to me, please)? She can then pull the various ideas together, perhaps circulate more ideas or questions among you, and then on that basis prepare a recommendation to forward to us.

As you know, this committee has always worked with NAEB Publications Editor, Mrs. Betty McKenzie, very closely, and we know that you will be able to call upon her for ideas and help.

WGH:

I just harpened to notice that this newsletter lists cities in which free ad poster space can be obtained in busses by non-profit, cultural groups. I'm not sure that there is anyway we can take advantage of this (unless we go into that nation-wide, personal arpeal we discussed briefly last Sayurday), but it might be worth keeping in mind. Got any ideas?

ideas?

heh
2/20/64

R

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COPU

Sent for the information of

Howard Hill

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 CONNECTICUT AVENUE, N. W. WASHINGTON 6, D. C. February 16, 1962

Mr. Richard B. Hull
Director
Radio & TV Broadcasting
Telecommunications Center
The Ohio State University
2470 N. Starr Road
Columbus 21, Ohio

Dear Dick:

This is in response to your letter of February 12 in which you indicate your reactions to the material sent you in re your acquisition of an individual membership. Your points are all well taken and actually, as you will see, steps have already been taken to improve the situation.

- 1. The black and yellow brochure was developed three years ago largely as an overseas promotion piece, but such investment was made in it that we have used it as a general promotion piece as well, pasting in inserts on the back pages with information on the dues, structure, etc. Ten thousand of these were printed and we still have several thousand of them on hand, which still have some utility but are not what we really need for a good promotion piece. We have already asked the Public Relations Committee to recommend a newer, more attractive and more meaningful brochure which might be produced for general promotional purposes as well as institutional memberships.
- 2. The green flyer promoting individual members we feel is acceptable, except that it is out of date, as you point out. We have also referred this flyer to the Public Relations Committee for recommendations. It probably needs only to be redone in a different color and up-dated.
- 3. The redesigning of the Directory of Members is already underway. Hill, McKenzie and Schooley, as Chairman of the Publications Committee, have already spent a good deal of time discussing this. We plan to reprint the list of individual members in the NAEB Journal once a year (thus saving about a thousand dollars over the old practice) and print the list of institutional members in a

February 16, 1962

separate directory (possibly with a spiral binding). We will no longer have separate sections for Actives, Associates, and Affiliates -- an arrangement which has always been confusing -- but will indicate these categories within the listings by states. This Directory will go only to the institutional, sustaining, and industrial associations, thus saving more money.

- 4. Your letter has prompteduus to take action on the "Welcome Letter". We have referred this to a special committee composed of three members of the Public Relations Committee plus Lew Rhodes, Vice Chairman of the committee for Individual Members, asking that a newer and better letter be prepared, which we will then have printed rather than mimeographed.
- 5. Thanks for the kind comments on the <u>Journal</u> and the <u>Newsletter</u>. I am particularly pleased with the new heading on the latter and believe it is really getting to look very professional. Harold and I are trying to work out arrangements to have it issued twice a month in order to keep abreast of fast-popping news.

Finally, thank you for your taking the time and trouble to react to these materials. Never hesitate to fire off a letter of this nature, because we find such sophisticated judgments especially helpful.

Cordially yours,

William G. Harley

WGH/vr cc: Harold Hill Marion Corwell Frank Schooley

Pebruary 20, 1962

Mrs. Marion Corwell Manager, Educational Television Henry Ford Museum - Greenfield Village Dearborn, Michigan

Dear Marion:

We have another minor problem which I would like to refer to a subcommittee of your MAND Public Relations committee.

We have, for years, sent a form letter (plus other materials) to all new Individual members to velcome them into the MAEE and re-emphasize some of the advantages of said membership. We feel that this letter is not all it might be, and, in addition, is somewhat out of date.

Therefore, I'd like to have a couple of members of your committee to work as an ad hoc committee with Lew Rhodes, who is the vice-chairman of our NAEB Membership committee for Individual and Affiliate members, to prepare a draft of a new letter, or other materials to send to the Individual members.

Without meaning to be presumptious, I have a couple of names to suggest: Certrude Broderick and Jack Summerfield. Gertrude served two years on our Board representing the Individual members, and Jack is one of the brightest young men in the movement with a great many good PR ideas. Of course, I'd be happy to go along with any alternate suggestions you may have - I just give these two as suggestions.

Would you please let me know whom you would like to designate for this ad hoc committee, and will you, as chairman, drop each of them a note indicating their appointment and saying that they will receive more details from me? I will then write them and also send them (and Lev) copies of the materials now sent to the new Individual members.

Cordially,

Harold E. Hill Administrative Vice President

HER/alm cc: Lew Rhodes Betty McKenzie John Dunn, Chm., HAEB Numbership Com.

Arts Management

38 EAST 57 STREET - NEW YORK CITY - MU 8-6380

THE NATIONAL NEWS SERVICE FOR THOSE WHO

FINANCE, MANAGE AND COMMUNICATE THE ART

To: boards, staff, patrons and volunteer workers

Of: museums, orchestras, theatres, opera groups, dance companies, arts councils, festivals schools and other cultural organizations.

Those of us close to the cultural scene know the 1819 to 1962 contribution that behind-the-scenes management skills can make 12,11,213,14,5,6 to artistic success. But we have also seen, too often, how haphazard management, inexpert fund-raising or poor public relations can turn cultural achievement into dollars-and-cents catastrophe.

Today such failures are costlier than ever. Fortunately, they are avoidable. As our arts mature, and public interest in them grows, a body of "management know-how" is developing that can help us solve many of our most frustrating problems.

There are today highly effective, yet dignified, ways to conduct public relations for your institution on a minimal budget. Financial and fund-raising activities can be managed efficiently and successfully. Valuable lessons lie in the experiences of other cultural institutions, other arts, and even in non-cultural activities.

Arts Management, a unique monthly newsletter, covers all the arts and reaches out beyond them to bring this know-how to you -- along with stories and surveys about basic economic and sociological trends affecting the arts. In forthcoming issues you will find stimulating, idea-sparking articles like these:

HOW TO PREDICT ATTENDANCE • RATING A POTENTIAL DONOR • REACH YOUR AUDIENCE THROUGH FREE RADIO TIME • TAX

GUIDE FOR CULTURE GIFT GIVERS • HOW EFFECTIVE ARE

YOUR PRESS RELEASES? • CULTURE AND THE BUSINESS CYCLE •

BUILDING A MAILING LIST • ADVERTISING AS A SOURCE OF

REVENUE FOR THE ARTS • WHAT THE ESTATE LAWYER CAN DO

FOR YOUR INSTITUTION • RENT, BUY OR BUILD? • SALARY

(over)

SCALE SURVEYS • HOW TO WORK WITH YOUR CHAMBER OF COMMERCE • THE CORPORATION AS PATRON • WHAT IS THE RIGHT ADMISSION PRICE? • REDUCING OFFICE EXPENSE FREE ADS OUTDOORS • DIVISION OF LABOR ON YOUR BOARD • JOINT FUND RAISING METHODS • CULTURE'S STAKE IN CITY PLANNING • HOW TO SURVEY YOUR AUDIENCE • TAPPING ANCILLARY INCOME •

Each monthly issue of $\underline{\text{Arts Management}}$ is a fountainhead of ideas, advice, tips, news and reports. A single suggestion adopted (or adapted) from its stimulating, fact-filled pages can make the difference between failure and success for your program. A new idea picked up from $\underline{\text{AM}}$ can make entirely new programs possible.

Nobody, as far as we know, has ever attempted to provide "how-to" information, and economic and sociological data about all the arts — distilled into accurate and usable form for the men and women who make the decisions in cultural enterprises: board members, staff and volunteer leaders.

To guide in its interpretation of events, trends and techniques, Arts Management is assembling a distinguished Board of Consulting Editors, all leaders in their fields. It will include, among others, Zelda Fichandler, producing director of one of the nation's most important theatre companies, Arena Stage of Washington, D.C.; and George Irwin, president of the Quincy Society of Fine Arts, a national arts leader in several disciplines.

Arts Management, as the enclosed issue indicates, is a quality production, written specifically for a limited audience. A twelve month subscription will cost \$25.00. To encourage charter subscribers, Arts Management now offers you or your institution (or both) a fifteen month subscription for the same price, if you subscribe by April 1, 1962. Arts Management, we believe, will more than repay its cost. A single concrete suggestion from just one of its issues could well save your institution far more than the cost of the subscription. It could make success possible in a fund raising effort or financial program that might otherwise have failed. For this service, the price is negligible.

We urge you to take advantage of the special charter subscription rates now.

Sincerely,

Alvin Toffler

Editor

Arts Management 38 EAST 57 STREET - NEW YORK CITY - MU 8-6380 THE NATIONAL NEWS SERVICE FOR THOSE WHO FINANCE, MANAGE AND COMMUNICATE THE ARTS

Unions Back Culture, Prod Others to Give

A N INQUIRY by an Arts Management reporter may spur stepped-up financial support of the arts by two groups often overlooked by cultural institutions: organized labor and community chests.

In response to a query about labor's policy on contributions to the arts, Leo Perlis, director of A.F.L.-C.I.O. Community Service Activities, called for wider voluntary and government backing of the arts. He noted that automation and the shorter work week are leaving "millions of workers with leisure time on their hands."

More important, the labor union official took direct action. In a letter to Lyman S. Ford, executive director of the United Community Funds and Councils of America, Perlis called upon this group, the national association of local community cheats, to "explore the possibilities of raising funds locally to help support art exhibits, symphony concerts, opera, the legitimate theatre, etc."

The Perlis suggestion carries special force because organized labor is represented in the top councils of the U.C.F.C.A. Joseph Beirne, president of the Communications Workers of America, is chairman of the executive committee of the fund raising association, and labor unions are credited with raising \$166,000,000 of the \$498,000,000 collected last year by U.C.F.C.A. affiliates.

Local community chest contributions to cultural institutions—mostly museums and libraries—are extremely limited. A September, 1961 survey reveals that, of 460 local community fund organizations, only 21 lent aid to the arts. Their total giving to cultural organizations ran to \$170,000.

U.C.F.C.A. estimates that nationwide chest contributions to the arts are approximately \$1,000,000. This is only 2 per cent of the total amount collected by U.C.F.C.A. affiliates. The remaining 99.8 per cent goal largely to health, welfare and educational groups. The Perlis action, if backed by labor's influence within U.C.F.C.A., could lift the arts percentage appreciably.

Meanwhile, there is evidence that labor unions, themselves, will offer financial support for the arts, if properly approached. In Washington recently, Mrs. Jack Coopersmith, president of the Washington Civic Opera Association, received a \$1,080 labor contribution. This donation paid for a second performance of Hansel and Gretel for chidren turned away from a jammed hall during the only scheduled performance of the Humperdinck classic. The gift came from the 400,000-member Retail Clerks International Association. It took a single phone call and a brief visit with R.C.I.A. president James Suffridge to arrange the contribution.

Mrs. Coopersmith has since found that labor's generosity was contagious. She told Arts Management: "At the second program, two officials of labor unions and one from a department store came up to me and asked what they could do to help the opera association. This experience has been an excellent beginning, and I think it should be possible to get labor support of the arts everywhere."

Mr. Suffridge and the union he heads have taken an interest in community-service work for years. The union president told Arts Management: "If there are similar situations

(please turn to page four)

AM SURVEY

The Arts Get a Free Ride On Public Transit Systems

Free advertising space on public transportation vehicles is available to cultural institutions and groups in 38 of 57 cities responding to a survey just completed by Arts Management. Space for displaying posters in busses, subways and streetcars can be obtained at a fraction of its regular cost in 18 reporting cities. Only one transit advertising company in a single city flatly refused to offer special treatment to cultural institutions.

Members of the National Association of Transit Advertising, Inc., representing about three-fourths of the total transit advertising volume in the U.S., indicated a marked willingness to cooperate with arts groups. Many cautioned, however, that free space for poster cards is available only under certain conditions.

The first is that there be vacant space. In the words of one leading company, "Our ability to accommodate institutions . . . depends on space availabilities. Our principal business is to sell the advertising space at the full rate to regular advertisers."

Nearly all those offering special consideration to cultural groups also specify that they must be non-profit in character. Some add that they must not charge admission to the public. Several state that applicants must be

(please turn to page four)

How to Spot, Woo and Win a Foundation

FOUNDATIONS, due to give away \$625,000,000 in 1962, turn down 96 per cent of all applications for grants. This striking statistic indicates that many appeals to them are not merely badly conceived, but also misdirected and/or poorly presented.

In making an approach to any foundation, cultural organizations should take the same professional attitude as that exhibited by the educational, health and social welfare groups that win the lion's share of foundation money.

The primary step must be the careful choice and delineation of the project to be supported. It should be timely, important, and something that your institution could not finance in any other way.

The next step is painstaking research into those foundations that are possible sources of support for the project. Not all are, At the end of 1961 there were some 13,000 foundations in the U.S., and Internal Revenue

Service data indicates that new foundations are forming so rapidly that by the end of this year there may be 15,000. Moreover, not all of the new foundations coming up are small ones. The record shows that in 1945 there were only five U.S. foundations with assets of \$50,000,000 or more; today there are 27.

Generally, larger national foundations like Ford and Rockefeller prefer to aid "risk ventures"—new departures in the grant recipient's field of endeavor. They view their grants as "seed money", and only rarely grant funds for maintenance needs or similar routine demands. Smaller foundations, mostly local, family or local-corporate, are more likely to help close the financial gap in a community organization's regular program.

The right foundation to approach is one whose stated purpose would be furthered (please turn to page three)

A New Profession . . .

Within the crowded, changing cultural scene today a subtle development is taking place—the growth of a new profession.

There has always been a place for the competent "arts manager." Today, as cultural enterprises proliferate, the technical standards demanded of their managers are rising. What is happening is the professionalization of arts management.

It may, on the surface, seem odd to lump under the single term "arts manager" the producer of a theatre company, the director of a museum, the manager of a symphony orchestra, and many others, both staff and volunteer. Yet it requires little more than a second glance to show that all of them face many problems in common. Finances, for example, plague them all. Ways of reaching the audience, building attendance or participation, and explaining purpose must be mastered by all of them.

On this level there is an important bond among them, and many of the techniques used in one field are transferable to another. Arts Management's focus is entirely on this level. It concerns, itself with improving the methods used by arts managers and adding new techniques and ideas to their

This is not because AM's editors believe the arts should be run like a business. But there is a difference between running a cultural enterprise like a business and running it in a business-like fashion. We think that running cultural undertakings in a business-like fashion is vital to their continued survival today. And we believe that the better they are managed, the less time and energy will have to be diverted from achieving excellence in art itself to the business of keeping body and soul together.

With this in mind, we earnestly invite you to help make the pages of Arts Management a lively forum for the exchange of experiences, advice, ideas. If you have had success with a novel public relations approach, let us know about it so we can pass the word along. If you have had trouble with fund raising, budgeting, board-building or some other aspect of your management work, and can offer others a bit of cautionary advice, drop us a note about it.

In any event, please put us on your mailing list to receive your releases, reports, and other printed material. We will reciprocate by serving the arts management profession as dedicated journalists. We hope you will subscribe, of course.

-ALVIN TOFFLER

New Arts Council Plans To Aid Individuals And Bold Experiments As National Movement Grows

THE GROWING movement toward inter-disciplinary cooperation in the arts has
taken a long stride forward with formation of an arts council in Washington, D.C.
Organized with the encouragement of William Walton, the painter who is President
Kennedy's friend and cultural advisor, the
council makes Washington the nation's second largest city to boast a working federation of arts groups. New York, with it
Lincoln Center, is the largest. Councils
also have been formed in perhaps 100 other
U.S. and Canadian cities, including Cincinnati, St. Louis, St. Paul, and Vancouver.
Organizing activity is underway in scores
of additional communities.

The council in Washington brings into a single organization Howard Mitchell, conductor of the National Symphony Orchestra, Zelda Fichandler, producing director of the Arena Stage, Monroe Bush of the Old Dominion Foundation, representatives of the Washington Ballet, the Washington operaciety, local museums and other groups.

The new council differs from most in two of its announced objectives. According to Paul Callaway, musical director of the opera society, and president of the new organization, it will "seek financial support for new, artistically rewarding and often boldly experimental undertakings" by established member institutions. Most arts councils that have financial programs limit themselves to providing maintenance funds for member groups or to building joint facilities. They do not usually create a special fund to finance innovational productions.

Likewise a departure from ordinary arts council practice is the Washington group's

Dial 'C' for Culture

A telephone service, believed to be the first of its kind, is helping to build attendance at cultural events and institutions in Tucson, Ariz. The technique, readily adaptable for use in other cities, provides the public with a single telephone number to use in finding out exactly what cultural performances or exhibitions are scheduled that evening.

One call to 327-4909 in Tucson not only gives the caller a list of four or five scheduled events, but also the address, phone number, time, admission price, if any, and box office location.

Called Tucson Tonight, the service was initiated recently by the Tucson Festival Committee to aid non-profit cultural institutions. Every day a message giving the information described above is read into a machine, leased from the telephone company that records the message and plays it back to callers. During its first month, Tucson Tonight received 2,300 phone calls.

Monthly cost of the leased equipment is \$10.00 to \$15.00, depending on location.

intention of providing direct financial assistance to individual artists for "developmental projects."

Arts councils, a post-war phenomenon, have been rapidly multiplying within the past few years. Last year New York state set up the nation's first state-sponsored council armed with a sizable budget to support the arts.

Not all arts federations call themselves arts councils, and not all arts councils are alike. They range from the state-backed New York organization and municipally-supported groups in Richmond, Va. and Waterloo, Ia., to wholly private organizations. Some of these are large and well-established; others hardly more than a paper resolution. Some merely bring local arts groups together to iron out scheduling conflicts. Others work on publicity campaigns, stage arts festivals, and represent the cultural community in civic affairs. Still others mount joint fund raising drives.

Today 40 local councils are members of Community Arts Councils, Inc., a national coordinating body with headquarters at 300 Maine Street, Quincy, Ill. Led by George Irwin, national president, C.A.C.I. issues organizing advice and other useful information to members and those interested in starting councils.

C.A.C.I. is also sponsoring a three-day exploratory Fund Raising Workshop for the Arts at the Wellington Hotel in New York, March 15-17, 1962. The workshop, open to employees of non-profit arts organizations, will feature lectures by successful fund raisers from a symphony orchestra, a museum, an arts council, a Community Chest and other organizations.

The need for such a workshop has been emphasized by Ralph Burgard, executive secretary of the St. Paul Council of Arts and Sciences, who is organizing the sessions. "Most of the annual fund raising campaigns conducted by symphonies, operas, museums and theatres are badly planned and poorly executed," Mr. Burgard charges. "Cries of 'Save the Symphony,' 'Met Cancels Season,' Museum Faces Financial Crisis' resound through the land."

In sharp contrast, Mr. Burgard points out, "our local Community Chests, operating in the health and welfare fields, have developed skilled fund raising techniques and a philosophy of fund raising based on years of analysis and study."

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FOUNDATION GRANTS . . .

(continued from page one)

by the project for which you seek assistance. Canvassing foundations whose expressed aims would not be advanced by your project is a waste of time for applicant and potential giver. To locate the appropriate foundation in a field of 13,000, consult the Foundation Directory (Russell Sage Foundation, \$10.00). Also, a visit to one of the six regional depositories of the Foundation Library Center offers a chance to consult conveniently a wide range of relevant literature. Keep an eye peeled for new foundations in your field opening for business and looking for their first grantees.

The first contact with a foundation may be a sounding-out session in person or a very brief description of the proposed project in a one- or two-page letter. If this piques the interest of the foundation, you will be invited to follow up with a full presentation. Although requirements of individual foundations vary widely, here are a few cardinal points no application should fail to cover.

1. The project—its significance, timeliness and relationship to the foundation's own aims.

2. Your organization—its qualifications to carry out the proposed project successfully.

3. Carry-over value—the usefulness of your project results to others in your field.
4. Plan for inspection and review—the foundation's opportunity to oversee work in progress and evaluate results.

5. Need-proof that the foundation's aid is absolutely essential.

You should also include such essentials as a description of the precise nature of your organization, its history, legal form, and controlling body. List names and addresses of officers and professional staff. Explain its financial status and provide a detailed budget for the current year, along with the name and address of the auditor and a copy of your federal tax exemption certificate. Offer to supply any further information the foundation may request.

Your presentation should take into consideration the sensibilities of the foundation and of the community. One foundation executive, for example, may be known to court projects that pay off quickly with community approval, and to shun those whose results are long-range and less obvious. The more you know about your target foundation, the better.

To the old claim that "knowing the right people" can be as much help with foundations as elsewhere in our society, foundation people offer mixed comment. Jeanne Brewer, an expert on foundation relations, writes of one foundation official who remarked: "Acquaintanceship is no substitute for a soundly constructed proposal." Yet another, she says, put it this way: "Personal connections with us are important. We look for good proposal ideas first, but they're rare, so we give generally where we know the man or the institution saking us."

Campus Impresario: New Force on Cultural Scene

THE INCREASINGLY important role of colleges and universities in the cultural life of their communities has been widely publicized. They have provided jobs and income for resident composers, artists and writers. They have helped create off-campus theatre groups, dance companies and musical ensembles. They have provided facilities and personnel for local cultural organizations.

Less widely recognized is the potent economic impact they are having. Today the campus has become a primary "market" for culture, and a dynamic financial factor in the performing arts. There are approximately 500 colleges and universities that, in addition to presenting plays and concerts by their own faculty and students, buy the services of professional performing artists and companies, and present regular series of cultural attractions. They provide an important and lucrative part of the circuit for many touring performers.

Julius Bloom, president of the Association of College and University Concert Managers, estimates that campus spending on such cultural programs may be running between \$20,000,000 and \$25,000,000 a year.

Large Universities like Michigan State, U.C.L.A., and Ohio State boast cultural budgets topping \$100,000 per year. They use these to bring in from 25 to 35 major events. At Michigan State, for example, Series Ao fa two-series program, offers performances by the New York City Ballet, the Old Vic, Leontyne Price, Igor Oistrakh and Van Cliburn, among others.

Smaller schools, of course, run more modest programs. Minimal budgets of \$4,000 or \$5,000 are spread over only five to ten events. Usually at least one of these features a "name" performer.

In many colleges, especially the larger ones, cultural programming is financed through box-office receipts. At small colleges, however, students often pay an activities fee, part of which goes to support the cultural program. Only in scattered instances do colleges subsidize their programs out of regular funds.

The growth of college cultural programming has not only changed the shape of the "culture market," it has also given birth to a new campus occupation—that of cultural manager or, as it is more frequently termed, college concert manager. In smaller schools where the budget is limited, the job of administering the cultural program is given to the head of the drama, speech or music department or someone else who runs it while handling his ordinary duties and receives no extra compensation.

At the major schools, however, programs have become so extensive that they require full-time servicing by a trained arts manager who may get up to \$15,000 in salary.

As campus cultural programming budgets have risen, administering them has become increasingly complex. To help train people to cope with the job, Mr. Bloom's association provides advice to hundreds of colleges on contract negotiation, public relations, and budgeting, as well as on the availability of attractions. The association, formed five years ago with a handful of members, today has 141 active members, and its regional and national meetings are attended by many non-member managers, too.

'Cultural Executive' in City Hall Provides One-Stop Service

In a move that could set a pattern for other municipalities, New York is creating a city office devoted exclusively to cultivating the arts. Robert W. Dowling, husinessman and chairman of the American National Theatre and Academy, has been named the city's first "Cultural Executive" and handed the job of shaping a program for the new office.

Mr. Dowling told Arts Management that the idea for the office grew out of official concern over the lack of adequate contact between the city's numerous departments and the city's cultural managers. An arts group seeking to stage a show or exhibit on city property often has had to bounce back and forth between three or four different offices to get the appropriate permits. Mr. Dowling says his new office will provide one-stop service for such organizations.

While staff has not yet been selected and full operations are still several months away, Mr. Dowling says that he and city officials are thinking of making a complete inventory of all cultural activities in New York. The office, serving as a center for the exchange of information, may also offer cultural groups direct advice on methods of organization, fund raising, and similar technical matters. There are no plans for going beyond this to previding funds or subsidies to cultural organizations or to cordinating the city's king-sized cultural budget. New York allocates well over \$\$5,000,000 a year to help support museums, theatre, its good music radio station, and other cultural activities, not including art and music instruction in its schools.

Making a Date with the Donor

A New England school for the deaf has used an unusual and effective fund-raising reminder that places its appeal before potential givers 12 times annually. Every year it sends out a calendar, with each month printed on the back of a business reply envelope. When the user tears off a month, he finds himself holding the institution's message and a self-addressed contribution envelope.

ARTS GET FREE RIDE . . .

(continued from page one)

"non-controversial". One company will not take ads announcing dates for an event, inasmuch as it cannot guarantee to find vacant space at the appropriate time.

In general, however, there is no restriction on the content of advertising, within the bounds of simple good taste. Nor is there a limit, except in a few cities, on the number of times a group may approach the advertising company for space.

Companies that do not offer free space, but that do offer reduced rates, generally charge between 20 per cent and 50 per cent of the standard price. Some charge a flat labor fee of 20 cents or 25 cents per card placed.

In all but one case, the institution is responsible for the preparation of its own posters. Costs for these vary widely, depending upon the materials used, the number of colors printed, and the number of ards required.

Requests for free or cut-rate advertising space should, in general, be addressed to the head of a transit advertising company in your community. Many of these companies are linked through ownership or association into regional or national networks. These make it possible for national cultural organizations, as distinct from local institutions, to place a message in busses, streetcars and subways in dozens of cities at one time—at little or no cost.

25 Selected Cities

Code: A—free space available; B—space at reduced rates available; C—no special accommodation for arts groups.

accommodation for arts groups.	
ATLANTA	
BALTIMORE	. В
BOSTON	. В
BUFFALO	. В
CHAMPAIGN, ILL.	. A
CHICAGO	. A
CLEVELAND	В
EL PASO	. A
INDIANAPOLIS	. В
LINCOLN, NEB.	. A
LOUISVILLE	
MEMPHIS	B
MILWAUKEE	В
MINNEAPOLIS	В
MONTGOMERY, ALA.	. A
NEW ORLEANS	В
NEW YORK	. A
OKLAHOMA CITY	C
PHILADELPHIA	
QUINCY, ILL.	. A
RICHMOND, VA.	В
SALT LAKE CITY	
SAN JUAN, P.R.	. A
SIOUX CITY	
SPOKANE	. A

AM BRIEFS

ON TARGET

Annie Oakleys?

Press passes are no guarantee of publicity. Unless judiciously distributed they can mean only empty seats, lost revenue and nothing in the paper the morning after. Try sending coupons instead of tickets, with the stipulation that the reporter or editor pick up and sign for the tickets at the box office before a specified hour. This guards against empty seats and lost income, and discourages the editor from giving the passes to a non-journalistic friend. The signed coupons also give you a list of writers who did attend.

Out of volunteers?

If you need clerical help in an emergency and have exhausted sources of volunteer aid, you can hire trained office personnel on a day-to-day and even an hour-to-hour hasis. Temporary help services are available in most cities. Hourly rates are modest. Often you can hire highly skilled temporary workers to set up offices, conduct surveys, staff conventions, solicit contributions and even conduct research.

Calendar deadline

From Copenhagen to Kyoto, the United States Information Agency distributes, among other things, a Summer Music Calendar of the United States. Intended to help promote tourism, and to tell others about cultural life in the U.S., the calendar is published by the President's Music Committee of the People-to-People Program. It is also used by the travel industry. March 31 is the deadline for musical organizations to submit their summer programs for inclusion in the 1962 summer calendar, Listings, including date, place, hour and program details, should be addressed to: The President's Music Committee, 734 Jackson Place, N.W., Washington 6, D.C.

Filling the board room

Planning to ask a prominent person to serve on your board? Direct personal contact is, of course, far more effective than letters or phone calls. Will a board member who knows him pave the way? When you see him, be prepared to specify the length of the term he is expected to fill, he frequency of meetings, names of others on the board, and details of your program, including finances. In the event he turns you down, on the spot or later by mail, note down his reasons. You may want to bear them in mind when you see him again—or another prospect.

After the thank-you

Fund raising public relations must not end when the drive is over. Contributors like to know what is being done with their gifts. Keep them informed to keep interest high until the next campaign.

UNIONS BACK CULTURE...

(continued from page one)

in the future that appeal to us as opportunities for public service, I am sure that our locals and our divisional offices will do what we did here." The union now has 400 locals and regional offices in the United States and Canada.

Other unions have also given aid. The American Federation of Musicians local in Detroit makes a regular, substantial contribution to the Detroit Symphony. In Portland, Oreg. more than 200 A.F.L.-C.I.O. bricklayers and 60 hod carriers put up the walls of the Oregon Museum of Science and Industry in one day. The value of their volunteer labor was estimated at \$50,000. Other unions pitched in to make the building-bee a success.

If you decide to seek labor support, trytalking first with officials of such cultureconscious unions as the Musicians, Teachers or the Newspaper Guild. If they are not able to help directly, they may steer you to other unions who can, and advance your cause in your city-wide Central Labor Union.

CHECKLIST

A selective monthly memo on relevant reading—including a few titles from places not on the beaten cultural path. Subscribers can get copies of starred items from AM upon request, as long as supplies last.

- Film and Television in the Service of Opera, Ballet and of Museums—special U.N.E.S.C.O. report, \$1.00.
- Turandot Outsells Crosby . . . , report on rise of public interest in opera records, Wall Street Journal, January 19, 1962, p. 1.
- Economic Conditions in the Perjorning Arts, hearings, latest series, Thompson Subcommittee, House of Representatives. Printed transcript available free, upon request from Room 318A, George Washington Inn, Washington, D.C., subcommittee headmarters.
- Masterpieces by Mail, Holiday, January 1962, p. 135.
- Text of Secretary of Labor Goldberg's Met settlement statement urging art subsidies, New York Times, December 15, 1961, p. 40.
- ★ Mimeographed summary of above.

 Danceomania, Mademoiselle, December 1961, p. 86
- H.E.W. and the Arts, Newsweek, December 25, 1961, p. 71
- The Fine Art of Acquiring Fine Art, Playboy, January 1962, p. 60
- ★ State expenditures in support of the arts, Congressional Record, January 17, 1962, p. 309

February 22, 1962

Mr. Jack D. Summerfield 600 W. 116th Street New York 27, New York

Dear Jack:

I'm delighted that you have been appointed to serve on the NAEB Public Relations committee and am looking forward to working with you during the coming year.

The first project is a very urgent one... National Headquarters would like you and Gertrude Broderick to work with Lew Rhodes in composing a welcome letter for all new individual NAEB members. I am confident you could contribute a great many valuable suggestions to this sub-committee.

Harold Hill will be sending you further details. He will also supply you with copies of the materials currently in use for individual members.

Cordially,

MCta

Marion Corwell, Manager Educational Television and Chairman, NAEB P. R. Committee

ce: Harold Hill

Public Celation Commette February 1, 1962 Mrs. Marion E. Corwell Henry Ford Museum and Greenfield Village Dearborn, Michigan Dear Marion: I have just had a copy of a letter from the Educational Media Council to the Dearborn Inn indicating that because of the conflict in dates the Council will be unable to meet there. What is the Harlan House that you mention? I know who Allen Harlan is, but I don't know anything about his house. Is this a center of some kind on one of the universities' campuses in Detroit? I will pass along the material on the Fairlane Inn as soon as it arrives. I have a happy recollection of that establishment. Harold Hill has already written you, I believe, and you will be hearing more from him from time to time in connection with committee work. You realize, I am sure, that I would prefer to correspond with you myself but I have designated committee coordination as his special responsibility. On the other hand, please don't hestitate to write me direct if you have some particular question you would like to raise with me. I am going out to San Francisco the week of February 19th and plan to visit Madison enroute. It may be, therefore, that I would be passing through the airport at Detroit on February 20 or 21 and, if so, I will try and call you. Cordially, William G. Harley WGH/vr

RECEIVED NAEB HEADQUARTERS

FE3 1 1962 AM 7,8,9,10,11,12,1,2,3,4,5,6

January 29, 1962

Dear Bill,

Thanks ever so much for your letters... Needless to say, I enjoyed the hand-written missive much better than the one you dictated. I have been giving the NAEB PR Committee some thought and the document you sent is a great help. For a brief descriptive phrase for NAEB, how do you like--

NAEB REPRESENTS THE 20TH CENTURY BREAKTHROUGH IN LEARNING ?

(or we could leave out "Represents" and use :)

It's a thought....I've also started to define some of the committees objectives but must wait on some of that until I know more about the areas of responsibility of permanent NAEBstaff members.

After receiving your letter (was most happy to find it when I went home to lunch) I called the Fairlane Inn and asked if they'd send you info on their accommodations and conference rooms.

They, too, have a pool and the arrangements would be comfortable, as you know. Surely a hotel in the Detroit area would have space if there's nothing available in Dearborn. Harlan House is a good possibility. (It has a pool too!)(And with Allen Harlan's interest in education he'd probably do most anything to make the EMC happy.)

I want to begin my TV productions in February so am giving top priority to writing shows. Have written many letters in an attempt to get clearance on our theme...Since these will be video taped and kined it's more of a problem.

Don't worry about the breakfast...I think it's about time I reciprocated--and Iwashappy to "host."

Ann had surgery on her sinuses Friday and now that I've recovered from two days at the hospital (I hated every minute of it...That live is just not for me)...I'm going full speed ahead on TV. Keep me posted the your travel plans...

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE

February 28, 1962

Miss Marian Corwell, Chairman NAEB Public Relations Committee Henry Ford Museum and Greenfield Village Dearborn, Michigan

Dear Marian:

"I have but one life to give" but as you can well imagine, I will gladly give it in the service of the NAEB Public Relations Committee! I am sure that Jack and Lew and I can draft a welcome letter to new members that will make them fairly "drool." I am not quite sure, however, how we are to proceed. Does anyone have the responsibility of chairman or how do we set the wheels in motion? I had a letter from Harold Hill a few weeks ago telling me of my appointment as a member of your committee and I suspect further details will be forthcoming from someone as to our next move.

I believe this is my first experience in working directly with you as a committee member but I am sure I am going to enjoy it. I am looking forward to seeing you at the AWRT Convention in May.

Best wishes always,

Sincerely yours,

(Mrs.) Gertrude G. Broderick Educational Media Specialist

cc: Mr. Harold Hill

Stuff sent & bet 3/1/62

February 21, 1962

Mrs. Marion Corwell Manager, Educational Television Henry Ford Museum - Greenfield Village Dearborn, Michigan

Dear Marion:

I suspect it seems to you as though I have nothing better to do in life than to send the chairman of the PR committee letters and memos full of all sorts of tasks to be done. Actually, although you might not believe it, I write most of the other committees (and their chairmen) just about as often, because using committees is about the only way we can get many things done with the small staff we have.

Anyway, attached is a photo of a letter that Bill received, after attending the Arden House Conference on Family Living. He asked that I pass it along to you with the request that your committee work on this and recommend to us copy to be used in the free one-minute spot they are offering. We would also appreciate your suggestions as to when, during the year, we might ask that the spot be used - the time that you feel might be best for the NAEB.

Incidentally, if I have not said so before, I would appreciate receiving copies of anything you send out to your committee, or to individual members of the committee, so that I can keep abreast of what is going on.

We would appreciate having your suggestions re the attached by the middle of March, or as soon thereafter as possible.

I am sending a copy of this letter (and Hodupp's letter) to Betty McKenzie, in case she has suggestions, or in case you want to check with her on this matter.

Hope you'll be attending the Region III meeting at Muncie next month. I'll be there (as will McKenzie) and perhaps we can find some time to discuss some of the activities of your committee.

Cordially,

Harold E. Hill Administrative Vice President

HEH/mlm cc: Betty McKenzie

WINTHROP COLLEGE THE SOUTH CAROLINA COLLEGE FOR WOMEN ROCK HILL. SOUTH CAROLINA

March 20, 1962

Miss Marion Corwell, Chairman Public Relations Committee Henry Ford Museum and Greenfield Village Dearborn, Michigan

Dear Marion:

Now that the deadline for copy for the NAEB promos has passed, I feel I should tell you that I tried. I really did. Your letter has been on my desk ever since it arrived. It would get buried now and then, but I would dig it out and stare at the second paragraph of Mr. Hodupp's letter to Bill Harley.

Normally this sort of thing comes easily to me, and it was frustrating to reach for an idea and have nothing there. I decided that the trouble lay in the fact that I have never seen "Family Living" with or without Arlene Francis. But that's a pretty flimsy excuse. Any organization which performs a genuine service to the public ought to be able to tell about that service regardless of the setting.

I've thought about it off and on all day, and I think maybe I have an answer. NAEB is perhaps more of a profession organization than a service outfit. It performs services, certainly, but these usually affect the public through the local educational stations.

The yellow and black brochure has much good information. It tells about the history of NAEB, its membership, defines its role as a professional association and as a trade association, tells where its support comes from, mentions research which it supports, describes its international activities and some of its unique qualities, gives some information about the radio network. But this is a collection of fairly miscellaneous information. The brochure contains no compelling statement of purpose.

I was on the NAEB board during the hassel with the Center -- which may still be going on for all I know. One of the basic causes of trouble,

I think, lay in the fact that NAEB did a lot of important things, but did no one thing immediately identifiable as its reason for existence.

At past sessions of the PR Committee I made the suggestion that we needed a clear-cut statement of PR objectives. We were at the time concerned with production of materials -- a decal, for example. As you well know, PR objectives derive from the function of the organization. The PR Committee was pretty hazy on the function of NAEB.

All of which brings me back to the promotion spots for "Family Living." People in educational broadcasting deal most of the time with people who are aware of the possibilities of educational broadcasting. This can lead to a point of view which assume broader interest than actually exists. For the past six months I have been dealing with people who never heard of NAEB, who think of educational broadcasting as a "Know Your Schools" program on the local station. To them NAEB is some kind of highly specialized organization which is pretty remote from their every day problems.

Many of the individual projects of NAEB have immediate bearing on the problems of these people. If they live in areas served by educational stations there is a chance for NAEB to influence them through programs. But if they react to content of programs, feel some identification with the local educational station, they're doing pretty well.

I don't mean that I think NAEB should pass up opportunities to use such channels as "Family Living". But I feel at present as though we have a unwieldy mass of information which must somehow be unified and related to concerns of the public.

If you don't have anything that does the job I would be willing to give it another try, but I can't promise anything.

Best regards,

Roy Flynn \\
Director of Public Relations

March 21, 1962

Mr. Henry H. Mamet, Executive Director Broadcasting Commission Chicago Board of Rabbis Suite 500 72 Rast lith Street Chicago, Illinois

Dear Hank:

It was good to have a chance to talk to you at the end of the day yesterday, and I hope your taping session didn't keep you busy too long.

Regarding the PR kit and your problem with obtaining artwork, I do know one person who will work very reasonably (next to nothing) and who is quite good at executing someone else's ideas, but her original designs aren't always very professional. If you have a pretty good idea of what you want, perhaps she can help us out. I'd be glad to see what I can do if you'd like me to look into it.

The artist who designed the cover of Educational Radio-TV for us, and a few other things, is quite good, I think, but he is a professional and, while he isn't an expensive artist, his time would cost us perhaps more than we can afford out of the PR committee budget for the PR kit.

Are you coming to the Region III meet in Muncie next week? If so, perhaps you could bring along what you have so far and we could talk about it then.

Cordially,

(Mrs.) Betty McKenzie Publications Editor

BMC/dp

cc: Mrs. Marion Corwell

P.S. It was also good to get that Individual Membership straightened out!

P.S.S. Would it be possible for us to get a list of registrants for use in promotion?

blcc: Harold E. Hill V

Public Celations Committee March 2, 1962 Miss Marion Corwell Henry Ford Museum and Greenfield Village Dearborn, Michigan Dear Marion: I believe Harold Hill has already written you about the PR fund raising. The point you raise about the time of the appointment of committees is well taken. This is one of those vestigial situations which is a hangover from the time when the president was elected at the October convention and each new president appointed his own committees. However, now that we have a full-time president, there is no need to continue this practice. There is one possible difficulty in that members pay their dues on the basis of a calendar year so that there might be problems of "eligibility" and of appointing people who subsequently drop out. A possible way around this would be to appoint new committees before the October convention but for service starting in January. Under this arrangement each committee could meet at the convention with the new members in attendance. This method would provide for a smoother transition, especially in those instances where there is a change in the chairman. Your suggestion is an excellent one and I do not see why we should not put it into effect for next year. I didn't get to call you on my way to San Francisco because I was re-routed through Chicago. I will be in Detroit May 14-16. The EMC decided to hold their meetings at the McGregor Memorial Union with housing at the Park Sheldon. Thank you, though, for all of your efforts in this respect. Cordially yours. William G. Harley WGH/vr cc: Harold Hill



Henry Ford Museum AND Greenfield Village

DEARBORN, MICHIGAN

February 22, 1962

William Clay Ford, President
Donald A. Shelley, Executive Director



Mr. William G. Harley President, NAEB 1346 Connecticut Ave., N.W. Washington 6, D. C.

Dear Bill:

Thank you for your recent letter and also the carbon of your letter to Richard Hull.

I have heard nothing from you concerning the proposal of last year's PR Committee to seek funds to underwrite the appointment of a full time PR Director. Is the National Office in favor of this? Lou Peneguy was assigned the responsibility of seeking funds but was never given your approval to proceed. Now his term of service on the PR Committee has expired and before asking another member to continue this project I would like to have your assurance that the money is needed for this purpose.

This brings up another question I have had for some time. Since the NAEB Conventions are held in October every year and all committees meet at this time why are committee appointments made in January rather than in October?

Cordially,

Marion Corwell, Manager Educational Television

MC:da

cc: Mr. Lou Peneguy

Showed your way

March 6, 1962

Mr. Lou Peneguy, Director Coordination and Information Alabama Educational Television Commission 2151 Highland Avenue, Suite 206 Birmingham 5, Alabama

Dear Lou:

I'm afraid that we are going to have to throw out an anchor and put a temporary halt to the "full speed ahead" on the PR project. Bill Harley, Vernon Bronson and I have been meeting with economic consultants in an effort to set up an overall plan for financial support for numerous projects and PR is, of course, part of these plans. The consultants have asked that we do not plan any projects in the immediate future that might affect the total picture.

I appreciate your kind offer of help and this is only to be considered as a postponement because we probably will be calling on you soon. However, Bill has asked me to halt all plans of this type until we hear further from the consultants. Perhaps we will be able to offer you a little more than "moral support" in the future.

My apologies for the confusion we may have caused. I am looking forward to seeing you at the Region II meeting.

Cordially,

Harold E. Hill Administrative Vice President

abt

cc: Mrs. Marion Corwell

Mr. Lou Peneguy, Director Coordination and Information Alabama Educational Television Commission 2151 Highland Avenue Birmingham 5. Alabama

Dear Lou:

By now you have received the copy of Harold Hill's letter to me re: the PR Director Project, so you know HABS Headquarters not only sanctions the project but bids us to move "full speed ahead" without further delay.

Since you were originally commissioned for this project, would you be willing to execute it as a special assignment, with full blessings of the Public Relations Committee? I would be most grateful to you if you would. I am confident you are just the man we need for this important job.

Cordially,

Marion Corwell, Hanager Educational Television

MC:da

ce: Mr. Harold Hill

February 22, 1962

Mrs. Marion Corwell, Manager Educational Television Henry Ford Miseum Dearborn, Michigan

Dear Marion:

Reference is made to your letter of January 31 to Lou Peneguy, and his reply of February 5 - copies of each of which were sent to Bill Harley.

Let me assure you that we are all for the project Lou has in mind - and I'm sorry that we seem to have been the cause for any delay which has occurred.

But to answer a few of Lou's specific questions - yes, we would be delighted to have a full-time FR person on our staff, as this is one of our crying needs, but we simply haven't had the budget to provide same. And we would certainly find office space, one way or another. So far as secretarial help is concerned, our present staff is overloaded, and it would be better if the grant could provide for one. However, it this one stumbling block might be the difference between getting a full-time FR person through a grant, or not getting one, we'd dig up the dough to hire some part-time secretarial help someway - but, as I say, it would be better if the grant included such funds.

So - full-speed ahead, and more power to you, and again our apologies for any delay we may have caused. And I'd appreciate your keeping me informed of any progress. Perhaps Lou and I can discuss this at the time of the Region II meeting in April.

Cordially.

Harold E. Hill Administrative Vice President

HEH:abt

cc: Lou Peneguy

gre for he hampy in the

ALABAMA EDUCATIONAL TELEVISION COMMISSION

BIRMINGHAM S, ALABAMA

February 5, 1962

Mrs. Marion Corwell, Manager Educational Television Henry Ford Museum Dearborn, Michigan

Dear Marion:

Appreciate your letter dated January 31st. As it happens the furtherest I have ventured with the project to investigate the possibility of the Advertising Council establishing a grant for some type of Public Relations Project on behalf of the National Association of Educational Broadcasters, is to mention a few of my ideas in a letter to Elmer immediately after the Washington convention. November 1st Elmer replied to my letter suggesting that I do nothing until Bill Harley advised whether the association would endorse such a project. You will recall from a copy of my October 30th letter to Elmer that we would want to know whether ore not the NAEB Washington office would want a full time PR person, if the office would have space for such a person's desk, and whether the grant should secure funds for a secretary or would NAEB supply part-time secretarial help?

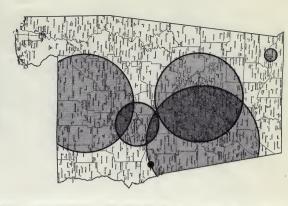
To date, there has been no correspondence by my office to or from Bill Harley on this.

This letter is to inquire if you want me to write to Harley on this matter or should I go through you since you are the PR Committee chairman?

Lou Peneguy, Director, Coordination and Information

LP/pb

(Enclosed is a copy of our new cover sheet on our weekly schedule mail out. You will note that we are now giving prominent listing of the NAEB)



Montgomery WAIQ, channel 26

Birmingham

Cheaha State Park WCIQ, channel 7

WBIQ, channel 10

WDIQ, channel 2

ALABAMA ETV NETWORK PRIMARY COVERAGE

Alabama by simultaneously telecasting over The A, B, C, D stations of the nation's FIRST IQ (etv) network serving

WBIQ, channel 10, Birmingham WDIQ, channel 2, Dozier WCIQ, channel 7, Cheaha State Park WAIQ, channel 26, Montgomery

community antenna television channel 5 service in

Florence, Muscle Shoals, Sheffield and Tuscumbia in cooperation with the Muscle Shoals TV Corporation community antenna television channel 5 service in

in cooperation with the Lee County TV Cable Company Opelika

THE ALABAMA EDUCATIONAL TELEVISION **NETWORK SCHEDULE** FOR THE WEEK OF

ALABAMA EDUCATIONAL TELEVISION COMMISSION

RAYMOND HURLBERT

2151 HIGHLAND AVENUE

BIRMINGHAM, ALABAMA

MADGE LAW

LOU PENEGUY

CHIEF ENGINEER AL RENFRO

dicated on this schedule in abbreviated form as follows: TELECASTS ARE ORIGINATED by the following agencies which are in-OFFICE MANAGER DIRECTOR, COORDINATION AND INFORMATION

AU — Auburn University, Auburn, Alabama Mr. Ed Wegener, studio director

- Birmingham Area Educational Television Association Dr. Frazer Banks, studio director Birmingham 3, Alabama 720 South 20th Street
- UA University of Alabama Broadcasting Services University, Alabama Mr. Graydon Ausmus, studio director
- UA-NET An University of Alabama presentation through and Radio Center affiliation with the National Educational Television

*Birmingham Studio Sponsored Series:

B-CBS — Columbia Broadcasting System — Learning Resources Institute "New Biology"

B-NBC — National Broadcasting Company — Continental Classroom "American Government"







THE AET COMMISSION IS A MEMBER OF NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS.

January 31, 1962 Mr. Lou Peneguy, Director Coordination and Information Alabama Educational Television Commission 2151 Highland Avenue Birmingham 5, Alabama Dear Lou: The carbon of Bromo Sulzer's letter to you arrived in this morning's mail. I assumed you were working on the PR Grant and have discussed it with Bill Harley on at least two occasions since the NAEB Convention. He did not indicate any opposition to it; in fact, he gave me the impression he is 100% in favor of it. If my "go-ahead" as Chairman of the PR Committee is required to get the ball rolling, you have it. NAEB has prepared a four-page memorandum which describes the nature and objectives of the organization, which might be very helpful to you. I know Bill Harley or any member of his staff would be happy to supply you with it. I agree with you that entirely too much time has elapsed already and I hope you will begin immediately on the PR Grant project. Bill Harley will have a copy of this letter and if he should object to your moving ahead, he can phone or wire you. Good luck! Cordially. Marion Corwell, Manager MC:a Educational Television cc: Elmer Sulzer William E. Harley

March 19, 1962

Nrs. Marion Corwell Manager, Educational Television Henry Ford Museum Greenfield Village Dearborn. Michigan

Dear Marion:

I have received from Tom Aylward copies of the suggested oneminute spots which might be used on the national network time which has been offered to us by Modess Family Life Institute.

I am not clear whether Tom is the only one of your committee you asked to work on this project - I seem to have only a copy of a letter from you to him (and no one else) so I presume so... but perhaps you did ask others too.

At any rate, since we should be advising Modess Family life Institute soon, I'd appreciate your letting me know one way or the other. And, if Tom is the only one, perhaps you would be good enough to make any suggestions you might have for modification of his suggested spots. (And I don't know whether he sent Betty McKenzie a copy or not, but I'd like her comments if so, and suggested spots from her in any case.)

If you like, you can hold off answering this letter until we see one another at Mmcie for the Region III meeting next week - but I do want to get this rolling as soon as possible after I return to the office from that trip.

Cordially,

Harold E. Hill Administrative Vice President

HEM/mlm cc: Mrs. Betty McKenzie Mr. Thomas J. Aylward Assistant Professor Speech Department University of Maryland College Park, Maryland

Dear Tom:

It is a pleasure to welcome you to membership on the Public Relations Committee for 1962. I'm looking forward to working with you and am confident I can count on your full cooperation in insuring a productive year for NAEB PR.

The first item of business is the enclosed copy of a letter addressed to Bill Harley from the Modess Family Life Institute. Your attention is called to the second paragraph requesting copy for a one-minute spot announcement and the time of year most suitable for featuring this spot announcement.

NAEB Headquarters has asked us to supply the copy for the spot, as well as to suggest the appropriate time for its use. Would you please give this your immediate attention and send me your suggestions for copy by March 12? Headquarters is anxious to receive it by the middle of March.

Cordially,

Marion Corwall, Chairman Public Relations Committee

MC:da

Enc.

From the desk of -

THOMAS J. AYLWARD

March 12, 1962

Dear Harold:

Relative to our phone conversation, I'm enclosing copies of two "drafts" for promo for the Family Living program/

In addition to this approach, I suggested to Marion that I thought Bill Harley had mentioned a seminar held last summer that spent some time in considering the role and goals of the NAEB, and that from a report of this seminar some useful guide lines for promo copy might be forthcoming. I can see no reason why any particular time during the year is much better than any other for the promotion, though the convention month does seem a useful choice.

some four to be

In 1925 a handful of pioneers founded the National Association of Educational Broadcasters. Today the association includes almost two-hundred radio stations, more than sixty television stations, and better than eight-hundred individual members.

The Association, through its member stations, reaches nearly eighty percent of the American public with radio and television programs of high cultural and educational value.

Through such programs the individual citizen is kept informed on current public issues, new developments in science and industry, and contemporary political and social thought both nationally and globally.

Member stations of the NAEB also serve their own communities through the preparation and broadcast of "in school" programs which supplement the educational opportunities of the grade and high school student.

The National Association of Educational Broadcasters serves the independent educational station by providing leadership, research and evaluation which will lead to better programs so that all Americans may continue to meet the challenges of today's world.

3/9/62 T.J.Aylwand The National Association of Educational Broadcasters will meet

The National Association of Educational Broadcasters will meet class a later this month in Philadelphia for their 38th annual convention.

The association represents more than three-hundred educational radio and television stations, and included more than eight-hundred puffing individuals. individuals.

With national headquarters in the Nation's capital, it serves its members through various publications, providing resources for research and development of new programs, and coordination of exchange of programs among member institutions. The NAEB also helps in the acquisition of new licenses by providing both legal and technical assistance. The efforts of educators everywhere is furthered by coordinating and representing their interests before Congressional Committees, and the Federal Communication Commission

On the international level the National Association of Educational Broadcasters provides the measn" for exchange of programs and the training of broadcasters from other countries.

3/9/62

T.J. Aylward



Henry Ford Museum AND Greenfield Village

DEARBORN, MICHIGAN

March 21, 1962

William Clay Ford, President Donald A. Shelley, Executive Director

> Mr. Harold Hill Vice President, NAEB Suite 1119 DuPont Circle Office Bldg. 1346 Connecticut Avenue, N. W. Washington 6, D. C.

Dear Harold:

Your letter of March 19 just arrived. By now you have received my letter containing the copy for the Family Life Institute. Previously, I sent you copies of my letters to all the Public Relations Committee members requesting suggested copy. They all had an opportunity to persue the project. I also sent a copy of my correspondence to the committee members to Betty McKenzie.

Give my best to all the Region III members next week. The program looks extremely well planned and I know I'll be missing an inspirational two days.

Cordially,

Marion Corwell, Manager Educational Television

MC:da

March 21, 1962

Mr. Lou Peneguy, Director Goordination and Information Alabama Educational Television Comm. 2151 Highland Avenue Birmingham 5, Alabama

Dear Lou:

Thank you for your letter of March 19 with the suggestion for an NAEB exhibit at the New York World's Fair. I think it is an excellent idea and we'll explore the possibilities.

We'll always welcome your suggestions...And even though your project did not materialize, I hope we can use you on another special assignment in the near future.

Cordially,

Marion Corwell, Manager Educational Television

MC:da

cc: Mr. Harold Hill

March 27, 1962

Mrs. Marion Corwell, Manager Educational Television Henry Ford Museum & Greenfield Village Dearborn, Michigan

Dear Marion:

Reference is made to Low Peneguy's letter of March 19.

Bill and I both think that his suggestion of having an exhibit in the Communications Center, which is being erected at the New York's World Fair, is an excellent one.

However, we doubt that the NAIB could "swing" much a thing alone due to the cost. However, you will both be happy to know that the Diucational Madia Council (national organization of representative groups from all the warious educational media), of which we are a member, is looking into the possibility of having such an exhibit in cooperation with the United States Office of Education.

If such an exhibit is prepared, you can be sure that the NAEB will be adequately represented, along with the other numbers of the Council.

Cordially,

Harold E. Hill Administrative Vice President

HEH/mlm
oc: Mr. Lou Peneguy
Nrs. Betty McKenzie

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NGH-FYIH other HEA 3/2/6-ALABAMA EDUCATIONAL TELEVISION COMMISSION

2151 HIGHLAND AVENUE WAIO, CHANNEL 26

BIRMINGHAM 5. ALABAMA WBIQ. CHANNEL 10

TELEPHONE 322-4625 WDIQ, CHANNEL 2

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WCIQ. CHANNEL 7

March 19, 1962



Mrs. Marion Corwell, Manager Educational Television Henry Ford Museum & Greenfield Village Dearborn, Michigan

Dear Marion:

By this time I presume you have received a copy of the letter from Harold Hill advising that the National Association of Educational Broadcasters Headquarters Office is in the process of establishing an overall reorganization. In developing this reorganization the NAEB Washington office has suggested that it handle its own efforts toward the establishment of a public relations department within the organization.

While I am no longer a member of the NAEB Public Relations Committee, your Committee may be open to an occasional suggestion. If so, may I suggest that you look into the possibility of exhibit space in the Communications Center which is being erected at the New York World's Fair? To the best of my knowledge, this would be the first time for a great mass of people in the United States could be informed of what educational television is, does, and plans to do.

Anytime I can be of assistance to you, be certain to call on me.

> Lou Peneguy, Director. Coordination and Information

LP/pb

cc: Mr. Harold Hill

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

119 Gregory Hall Urbana, Illinois

MEMORANDUM

TO: NAEB Public Relations Committee Members

FROM: Betty McKenzie

RB: One-minute spot announcement on NAEB for "Family Living" NBC

DATE: April 3, 1962

Awhile back you were all asked to submit to your chairman, Marion Corwell, suggested one minute spots on the NAEB. I have been asked to combine these into one announcement, which is the attached.

I'm sending this to you for your comments and suggestions. Please return your copy with your suggestions to Mrs. Corwell or to me by return mail.

Thanks for your help.

Cordially,

(Mrs.) Betty McKenzie Publications Editor

Betty Mc Kenzie

ec: William G. Harley Harold E. Hill

attachment

Later this month the National Association of Educational Broadcasters will meet in Philadelphia for their 38th annual convention. A handful of pioneers founded the NAEB in 1925. Today the group represents more than 300 educational radio and television stations and over a thousand members in all.

With national headquarters in Washington, D. C., the NAEB serves its members and the public by providing leadership, information, research, and evaluation, which leads to better educational programing.

Member stations of the NAEB offer the American public programs of high cultural and educational value. These stations also prepare and broadcast programs for in-school listening--programs which supplement and enrich the curriculum for all grade levels.

The MAEB serves as a clearing house for the exchange of programs and information among its members, and it helps new educational stations by providing legal and technical assistance.

We salute the NAEB as it continues to play its important role in American broadcasting and education.

For release in early October

One-minute spot for Modess.

- 1. HEH asked BMCK to combine the announcements he had at time of his Muncie trip into a suggestion...
- 2. BMCK did.
- 3. HEH read; said it was too short and besides he didn't like it; do it over.
- 4. BMCK lengthened it and rewrote it and sent a ditto'd copy to PR committee members, asking them to read and make suggestions and return so BMCK could have suggestion on HEH's desk by 4/16.
- 5. So far, today (4/11/62) one comments has been received here--from Tom Aylward who says he'll buy it as it is...and adds: "All I want to know is how the he.. can a committee write a one-minute spot? From this, it appears possible; seems incredible." So I think we sold him on committee action anyway.
- 6. Today BMCK receives a note from Mary Lynn saying HEH mays to go ahead and write the guy, with a copy to HEH.
- 7. BMCK will do, after allowing sufficient time for other PR committee members to protest or suggest.

BMCK 4/11/62

P.S. No, HEH dddn't leave the original copy of this letter with me.
He did, however, leave a carbon copy of it.

am returning straturagy herewith - B

Mr. William G. Harley DuPont Circle Building 1346 Connecticut Ave. N.W. Washington 6, D. C.

Dear Mr. Harley:

May I thank you for your fine contribution to our Arden Mouse Conference on Family Living. From the many letters that we have received, we are led to feel that it was useful and inspiring. Many delegates have requested us to repeat the project and have made valuable suggestions. These requests, we shall take under advisement.

You will recall that NBC taped four of their network "Family Living" programs during the conference and we hope that you were able to hear them. Arlene Francis is now back from Phoenix and is, as you know, the moderator of "Family Living". We plan to give a credit line of one minute each week to a major national organization. We are happy to advise you that we shall, in appreciation of your cooperation, include your organization during the next year. Will you confer with your organization as to what time of year we should feature your group -- either during your annual convention of special drive, etc.? We will of course need your copy for a one-minute spot announcement. For many years the National Social Welfare Assembly and the Community Chests and Councils have been highlighted on the program with a credit line. Now we want to branch out and extend our service even more broadly.

Would you send your replies regarding this NBC "Family Living" aredit line plan to Mrs. Dorothy Lewis, Arden House Conference on Family Living, 136 East 57th Street, New York, N. Y. I enclose a copy of this letter for you to send, if necessary, to your national headquarters.

We look forward to hearing from you and indeed to seeing you again.

Kindest personal regards.

Cordially.

a. Thy Madury Chairman made a Family Life Invitation

Disc. of BMck 4/18/62 to told he & pose my comment on & Cornell. April 13, 1962 Mrs. Betty McKenzie Publications Editor, NARB 119 Gregory Hall Urbana, Illinois Dear Betty: Since I received no comments from our PR Committee members concerning your spot announcement saluting the NAEB. I assume they all agree with me that it sounds fine. Concerning the Speaker's Guides... I have been attempting to gather speeches on a variety of subjects from which the recipients could garner material to adapt for their own speeches. Or in some cases they could use the speech very much as it is written, inserting their own experiences or human interest stories. So far I have "TV and Kids" from Lee Dreyfus (this is a very popular speech which tells the effect of television on children and is especially good for PTA use): "Airborne Television". from John Barson, who is coordinator of the program for Wayne State University: "The Role of the 10-Watt FM in the Community from Jim Meade, who built the FM station in use by the Royal Oak High School. (This is a little more academic but for FM broadcasters it should have quite a bit of helpful material.) I am enclosing copies of my letter to Bill Harley requesting his general speech on Educational Broadcasting, and the letter to Montez Tjaden requesting her speech on Government Controls. In addition to these. I thought it would be a good idea for informational purposes to include Menow's "Vast Wasteland" speech. I also feel we should have a speech on "Careers in Broadcasting" for use in universities and high school career days, and possibly one on the pro's and cons of Subscription Television. Do you know of anyone who has prepared these speeches and could give us a copy? In the interest of keeping production costs down, the speeches could be mimeographed. If the budget allows, the title page of each speech could have printed at the top: (with the NAEB symbol) EDUCATIONAL BROADCASTING Your topic for today suggested for use by members of the National Association of Educational Broadcasting (THEN THE TITLE OF THE SPEECH) (MIMEOGRAPHED) Length: About 23 minutes No. of words: About 2,300 TEXT OF SPEECH If the Board feels the extra trouble is warranted, we could have each speech on a different color paper cut to different sizes to allow the title of each speech to be visible when the folder is opened. I think the cover of the CUIDE should be printed and a descriptive paragraph telling the objectives of the GUIDE could be included on the flap of the right folder -or on a mimeographed insert signed by President Harley.

Mrs. Betty McKenzie

Because of the bulkiness of the kit, I should think 6-8 speeches would be enough. What do you think? I have not heard from Roy Flynn and if he does not send the quotations I non't be too concerned because most speakers have books like "Brande's Handbook of Humor for All Occasions," and "The Public Speaker's Treasure Chest" from which they can draw quotations.

I assume the mimeographing of the speeches can be executed by the Headquarters staff. It would be nice if Bill Harley's executive typewriter could be used.

If the Board feels any additional speeches should be included, or if they would like to substitute subjects for those already included, please tell them to feel free to suggest. The idea, as I see it, is to provide representative speeches from which our membership can draw material and ideas for their own speeches.

Just this morning, the material from Hank Mamet arrived and I'll do what I cap with it as soon as possible. He indicated he will soon be forwarding the PR material linclusion in the kit.

If the Board feels additional speeches should be included, we might add such titles as: "The Unique Role of the Educational Broadcast Station;" or "Teamwork in Public Service Broadcasting" (pointing out how much public reaction can influence program content). I hesitate to ask someone to write a speech "from scratch" because I know how much time is involved... And we are all so terribly busy.

Although we have been referring to this as a GUIDE...What would you think of calling it SPEAKER'S PORTFOLIO? Since GUIDE was used by the NAB we should come up with another word. I'd hate to be accused of copying!

Another thought on keeping within the budget... These portfolios could be prepared for distribution at our NAEB convention in October. This could save a great deal of postage, if this is a consideration.

With every good wish,

MC:da

oc: Harold Hill

Marion Corwell, Manager Educational Television Mr. William G. Harley President, NAEB 1346 Connecticut Avenue, N.W. Washington 6. D. C.

Dear Bill:

Currently I am gathering materials for the MAES SPEAKER'S GUIDE. In it, I feel we should include a general speech on Educational Broadcasting and since you have delivered such a speech with notable success on many occasions, would you please supply us with a copy so that we might include it in the GUIDE? I know it would contain valuable information which would be of help to our membership.

I have also thought we should include a copy of MANOW's famous "Vast Wasteland" speech before last year's BAB convention. Do you have a copy at your headquarters? If so, would you please include it with the copy of your speech?

We are attempting to include in the GUIDE speeches on a variety of subjects upon which educational broadcasters might be called upon to speak.

Cordially.

MC:da

Marion Corwell, Manager Educational Television

ce: Harold Hill Betty MdEansie Miss Montes Tjaden President, AWRT, Inc. KWTV Oklahoma City, Oklahoma

Dear Ter:

As Chairman of the Public Relations Committee for the National Association of Educational Broadcasters, I am compiling a SPRAKER'S GUIDE which will contain a number of speeches on broadcasting. This will be distributed to the NAEB membership as a member service.

I would very much like to include your excellent speech on the dangers of government controls in broadcasting. It contains much food for thought and would be a notable addition to the GUIDE. Could I have a copy? We will, of course, give you authorship credits.

Cordially.

MC:da

Marion Corwell, Manager Educational Television

ec: Harold Hill Betty McKensie

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS





April 10, 1962

Miss Marion Corwell Manager, Educational Television Henry Ford Museum and Greenfield Village Dearborn, Michigan

Dear Marion:

Missed you at Muncie, but I can imagine that you're being kept busy with your new series.

What is the status now of the PR kits and the Speaker's Guides? We need to know so we can report to the NAEB Board May 1 in Columbus.

The last time I talked to Hank, he was having trouble with the artwork for the cover of the kit, but you wrote since then to volunteer the help of your staff artist; so perhaps that has been solved.

Then I believe you were handling the speaker's guides...with Roy Flynn helping by providing quotes that might be contained therein.

Perhaps we can show the Board what has been done to date, even if the artwork isn't complete.

Would you bring me up to date, please? Thanks.

Best regards.

(Mrs.) Betty McKenzie Publications Editor

BMC/dp

cc: Harold E. Hill Henry Mamet Roy Flynn Julle formulate April 25, 1962 Mrs. Marion Corwell, Manager Educational Television Henry Ford Museum and Greenfield Village Dearborn, Michigan Dear Marion: Thank you for the note regarding the development of the NAEB SPEAKER'S GUIDE, I think this is a useful project and I will be glad to help in any way I can. I am not at all sure that one of my speeches would serve as an exemplary sample as a speech on educational broadcasting, but I will look them over and see what I can dig up. Meanwhile, here are copies of two speeches by Minow, one before the NAB Convention and one before the NAEB Convention. I look forward to seeing you at the AWRT, and we can talk about this further on that occasion. Cordially yours, William G. Harley WGH : des enc:2



Henry Ford Museum AND Greenfield Village

DEARBORN, MICHIGAN

April 13, 1962

William Clay Ford, President Donald A. Shelley, Executive Director

> Mr. William G. Harley President, NAEB 1346 Connecticut Avenue, N.W. Washington 6. D. C.

Dear Bill:

Currently I am gathering materials for the NAEB SPEAKER'S GUIDE. In it, I feel we should include a general speech on Educational Broadcasting and since you have delivered such a speech with notable success on many occasions, would you please supply us with a copy so that we might include it in the GUIDE? I know it would contain valuable information which would be of help to our membership.

I have also thought we should include a copy of Monow's famous "Vast Wasteland" speech before last year's NAB convention. Do you have a copy at your headquarters? If so, would you please include it with the copy of your. / speech?

We are attempting to include in the GUIDE speeches on a variety of subjects upon which educational broadcasters might be called upon to speak.

Cordially.

Marion Corwell, Manager Educational Television

cc: Harold Hill Betty McKenzie

MC:da

Dr. Robert L. Hilliard, Director Radio, WUNC (FM) University of North Carolina Swain Hall Chapel Hill, North Carolina

Dear Dr. Hilliard:

I understand that the University of North Carolina will heet the AEJ Convention August 26-30 of this year. If we can get space to have an NAEB exhibit there, would you be able to "man" it? This will be an excellent opportunity to try to tell the NAEB story to educators—and to pick up a number of Individual Nembers.

We will provide a panel-type attention-getting exhibit, plus various brochures and flyers on the NASB.

We have found in the past that to have such exhibits just sent "cold" to such meetings is almost worthless. Hence the request about having someone there to talk to people and tell them about the NAEB and encourage their participation in it.

By the way, having looked for your address in the Individual Member section of the Directory, I note that you are not there; so I'm enclosing an application blank, and hope that we'll soon be able to welcome you among the Individual Members of the NASB.

Isn't it about time for you to submit another article for the Journal?

Best regards,

(Mrs.) Betty McKenzie Publications Editor

BMC/dp

cc: Miss Merion Corwell Mr. Harold E. Hill

enclosure

Mr. Gerald Willsea, Director Department of Radio-TV Denver Public Schools 414 14th Street Denver, Colorado

Dear Mr. Willsen:

There's to be an NEA meeting in Denver July 1-6 of this year. If we can get space to have an NAEB exhibit there, would you be able to "man" it? This will be an excellent opportunity to try to tell the NAEB story to educators—and to pick up a number of Individual Numbers.

We will provide a panel-type attention-getting exhibit, plus various brochures and flyers on the NAEB.

We have found in the past that to have such exhibits just sent "cold" to such meetings is almost worthless. Hence the request about having someone there to talk to people and tell them about the NASH and encourage their participation in it.

May I hear from you soon - in the affirmative, I hope?

Sincerely,

(Mrs.) Betty NcKensie Publications Editor

BMC/dp

cc: John Dunn Marion Corvell Harold E. Hill Since sow that he is also a member of the Membership Committee and is in Senver, be

sides, & west him instead of ym Ward. Thanks for suggesting membership Committee onembers - B Mrs. Patricia Swenson Manager, KBPS (AM) Portland Public Schools 546 N.E. 12th Avenue Portland 14, Oregon

Dear Mrs. Swenson:

There's to be a PTA Conference in Portland May 20-23 of this year. If we can get space to have an NAES exhibit there, would you be able to "man" it? This will be an excellent opportunity to try to tell the NAEB story to educators -- and to pick up a number of Individual Nembers.

We will provide a panel-type attention-getting exhibit, plus various brochures and flyers on the NARB.

We have found in the past that to have such exhibits just sent "cold" te such meetings is almost worthless. Hence the request about having someone there to talk to people and tell them about the NAEB and encourage their participation in it.

May I hear from you soon - in the affirmative, I hope?

Sincerely,

(Mrs.) Betty McKenzie

Betty

Publications Editor

BMC/dp

ce: John Dunn Marion Corwell Marold E. Hilly

Men Hill April 19, 1962 Mr. Gerald J. Willsea, Director Department of Radio and Television Denver Public Schools 414 Fourteenth Street Denver 2, Colorado Dear Mr. Willsea: Thanks very much for your enthusiastic offer of cooperation in your letter of April 16. Our NAEB Washington office is contacting the NEA with regard to space. and I will let you know what they find out as soon as I know myself. As to the exhibit, we will send you a 3-panel exhibit of which each panel is 3 feet tall and 2 feet wide, making an over-all size of about 3 feet by 6 feet. Then we will also send you various give-away materials which people can pick up to take with them. Also, if you are willing to take it on, we'll send you a batch of publications which can be sold right on the spot, some of them at y-price rates. We will have signs that indicate the price and that it is at a special rate...and then all your personnel has to do is accept the money and give the person his booklet. Normally our exhibits spaces have run about 8 x 8 feet or more. To show the items properly and still have a little working space, you'll need this much space -- with at least two good-sized tables. After our Washington office works out the space agreement with the NEA national office, you'll probably need to identify yourself to the local person in charge of the exhibits and tell him of your needs as to the tables, chairs, etc. As to personnel, it will depend on how many hours the exhibits are open during the day. One person on duty at a time is all you'll need. If you are asked questions which you or your people can't answer, or aren't explained by the literature, the simplest way to handle it would be to take the person's name and address and note what he wants, and

Mr. Gerald Willsea, Page 2, April 19, 1962

then send it all to me. I'll be happy to try to find out the answer and write to the person direct. If they want to write to us themselves, of course you're free to give them our address. I'll send later a list of addresses, etc., which you can keep at the exhibit table for ready reference.

We appreciate very much your cooperation, and I'll write you again just as soon as I can, about our space allotment.

Cordially.

(Mrs.) Betty McKenzie Publications Editor

BMC/dp

cc: Miss Marion Corwell Mr. Harold E. Hill

Marion: If our PR kits were ready, would they be of use in indoctrinating people to man exhibits like this, do you think? If not, perhaps I should try to get together a little info for just such uses, as it seems we're getting more and more into this sort of thing-we hope.

April 20, 1962 Miss Marion Corwell Manager, Educational Television Henry Ford Museum & Greenfield Village Dearborn, Michigan Dear Marion: Thank you for your letter of April 13. You've obviously given a lot of time and thought to the Speaker's Portfolio (and I agree wholeheartedly that that's a better name than "Guide," even if the latter weren't copying from NAB!). Harold and I spent quite a little time discussing it the other day, and he wanted me to be sure to convey his appreciation, too. He reiterated that we need to stick within the \$100 that the Board allowed us for these two projects -- and with your suggestion re mimeographing the speeches, etc., I see no reason why this can't be done. And we can use colored paper to give it a little more interesting appearance ... and also cut to different sizes as you suggest ... I think. That can be worked out after the contents are collected and the cover designed, etc. (I like the layout you suggest for the cover, by the way.) Harold and I both think the selection of speeches you've made thus far sounds good. I have one reservation -- the airborne speech. Since the NAEB's position on this isn't too clear, this might be one the Board might want us to leave out. As to "careers in Broadcasting" and "pros and cons of subscription ty" as well as any other topics you think might be included, I'll be glad to put a note in the Newsletter, which might just bring forth an offering or two. Neither of us could think of any specific ones right off the bat. Do you think we should have anything on utilization, to be given before teachers' groups? What about something to do with what the research in educational broadcasting really shows? I can note such topics as those, and your two suggestions, "The Unique Role of the Educational Broadcast Station" and "Teamwork in Public Service Broadcasting," along with any other your or marold or Bill might have ... and we can see what comes of it. I agree that we shouldn't ask anyone to take the time to write a speech for this purpose. It's possible that, with a Newsletter note, someone might go ahead and do so. It's surprising to me how many times busy people do write articles for the Journal when they're asked. As to Minow's "vast wasteland" speech, to be used for information, if we don't have a copy of the entire thing handy, there's a condensation in Broadcasting for May 15, 1961, which might even be better.

As soon as we have final artwork for both the PR kit and the speaker's portfolio, plus the speeches, etc., in hand, I'll investigatethe cost-and if we can afford it, under the budget, we'll have the title page of the speeches printed as you suggest. There's a possibility--though I fear remote--that it might be almost as cheap for us to have the whole thing printed by an outfit in Ann Arbor that does it inexpensively and it might be as cheap as mimeographing. I'll look into that, soon as I know more exactly how much copy there'll be.

I agree that probably about 8 speeches--possibly 10 at the maximum--should be enough.

As to Roy Flynn's quotes, I was under the impression that he was going to pull out some quotable quotes (statistics, maybe?) from here and there that had to do with educational broadcasting, which a person giving a speech might use as a starting thought, etc. But I agree with you that if he doesn't provide us with any, we needn't be too concerned. The speeches are the main thing.

Harold asked me how we were planning to distribute these, and I told him I didn't think we had any special plan. He thought perhaps we could announce their availability in the Newsletter, and just let anyone interested write for them. We might do that and then also mail one copy to each Active member, since station personnel is obviously called on quite often to give such speeches. What do you think about who should get them?

You're right that it would save us postage to distribute these at the convention. However, I wonder if some of them might not get lost before they got "home." I tend to think it would make more of an impression if their availability could be announced at the convention, with perhaps a couple of samples kept on hand to show people...and then have them mailed directly to the institution, with a covering letter telling about them - and that we hope they'll use them for background material, but that we have provided entire speeches so that if they get a last-minute invitation to give a speech, they can actually use one of the speeches as it is.

Again, thanks for all your work on this. I'm beginning to get quite optimistic about this project---which I must admit I looked on as something of a dud at first!

Sorry you won't be in Columbus, but I hope you have a pleasant time in Chicago, and I'll see you in Philadelphia if not before.

Sincerely,

(Mrs.) Betty McKenzie Publications Editor

BMC/dp

cc: Mr. Harold E. Hill

Mr. Gerald J. Willsea, Director Department of Radio and Television Denver Public Schools 414 Fourteenth Street Denver 2, Colorado

Dear Mr. Willsea:

Unfortunately, it seems that our plans for an exhibit at the NEA meeting are off. The NEA has no provision for any special rates to nonprofit organizations such as ours, we find, and we can't afford to pay the full fare. If there should be any change, I'll certainly let you know.

If you or some of your people plan to attend this conference, perhaps you would be able to distribute some of the literature anyway. If you think this is possible, let me know and I'll send you some copies of a couple of our flyers and booklets.

We appreciate very much your willingness to help, in any case. And perhaps next time we'll have more luck.

Sincerely.

(Mrs.) Betty McKeskie Publications Editor

BMC/dp

cc: Miss Marion Corwell
Mr. Harold E. Hill V

April 24, 1962

Mrs. Patricia L. Swenson Manager, KBPS (AM) 546 N. E. 12th Avenue Portland 14, Oregon

Dear Mrs. Swenson!

Thank you very much for your comments re an NAER exhibit at the PTA conference--and for checking with Ralph Steetle to get his promise of help. I certainly understand the problem you have with understaffing.

The schedule you outline sounds fine to me, with Channel 10 personnel manning it one day and PTA personnel manning it two days, under your supervision, and you checking in the evenings to answer queries. And I appreciate your offering to train the people in what to say, etc. I'm sending a couple of flyers along to help you in this.

As to the exhibit, we will send you a 3-panel exhibit of which each panel is 3 feet tall and 2 feet wide, making an over-all size of about 3 feet by 6 feet. This fits very nicely on a table, and setting it up is no problem, as it stands by itself when unfolded. Then we'll send you various give-away materials which people can pick up to take with them.

If you are asked questions which you or your people can't answer, or aren't explained by the literature, the simplest way to handle it, I think, would be to take the person's name and address and note what he wants, and then send it all to me. I'll be happy to try to find the answer and write to the person direct. If they want to write to us themselves, of course you're free to give them our address. I'll send later a list of addresses etc., which you can keep at the exhibit table for ready reference.

Also, if you are willing to take it on, we'll send you a batch of publications which can be sold right on the spot, some of them at 1-price rates. We will have signs that indicate the price and that it is at a special rate...and then all your people have to do is accept the money and give the person his book.

I'm writing today to the home office of the PTA to see if we can beg space for the exhibit...and I'll let you know just as soon as I find out. We appreciate your cooperation very much.

Cordially.

(Mrs.) Betty McKensie Publications Editor

BMC/dp enclosures April 26, 1962

Nra. Derothy Lewis Arden House Conference on Family Living 136 Mant 57th Street New York, New York

Dear Mrs. Lewis:

Mr. J. Jay Hodupp, of the Modess Family Life Institute, asked us to prepare and send to you a one-minute spot announcement about the MAEB to be used on the NBC "Family Living" series. I'm enclosing our copy with this letter.

He also asked us to recommend the time of year that it would be best for this to be used. We've decided that early in the month of October would be best, because our convention will take place October 22-24, and you'll note that the first line of copy mentions this fact.

We appreciate this opportunity very much. If you have any questions or further requests, please let us know.

Sincerely,

(Mrs.) Betty McKenzie Publications Editor

BMC/dp

enclosure

ec: Mr. J. Jay Hodupp Mr. William G. Harley Mr. Harold E. Hill

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

119 Gregory Hall Urbana, Illinois

To: NAEB Public Relations Committee

From: Betty McKenzie
Date: April 26, 1962

Re: Spot Announcement

I thought you all might like to see the final version of the spot announcement as it was sent to the Family Living people for use. This incorporates changes suggested by some of you, and also some ideas taken from a spot that I received after completing the other write-up.

Thank you very much for all your help. I for one think we came up with a better announcement than we would have had if any one of us had written it alone.

Cordially,

(Mrs.) Betty McKenzie Publications Editor

ce: Mr. William G. Harley

Mr. Harold E. Hill Mr. J. Jay Hodupp (Spot Announcement only) Later this month the National Association of Educational Broadcasters will meet in Philadelphia for their annual convention. A handful of pignaers founded the NAEB nearly forty years ago, and today the group represents more than 200 educational radio and television stations and over a thousand members in all.

Number stations of the NAEB offer distinguished programs devoted to public interest and enlightenment—such uncommon programs as talks with artists and scientists about the nature of the creative mind...a survey of progressive approaches to elementary education...an anthology of contemporary French music.

These NAEB stations also prepare and broadcast programs for in-school listening—programs that enrich the course of study for all grade levels.

Headquartered in Washington, D. C., the NAEB serves its members and the public by providing leadership, information, research, and evaluation—all leading to better programs for you.

We salute the NAEB as it continues to play its important role in American broadcasting and education!

* PUBLIC RELATIONS COMMITTEE

Marion Corwell, <u>Chairman</u>
Manager, ETV
Henry Ford Museum
Dearborn, Michigan

Harold Engel, 1962 University of Wisconsin

Roy Flynn, 1962 South Carolina State College for Women

Henry Mamet, 1962 Chicago Board of Rabbis

Gertrude Broderick, 1963 U.S. Office of Education

Lillian Brown, 1963
George Washington University

Frances Butler, 1963
American Association of University Women

Tom Aylward, 1964 University of Maryland

Lawrence Expekk Creshkoff, 1964
Television Information Office

Robert Montgomery, 1964
Butler University

Jack Summerfield, 1964 WRVR, New York City

ADDITIONAL NOTES FROM AIRLIE HOUSE

STATION ACTIVATION

The NAEB should provide planning consultants for those institutions or organizations preparing to establish a facility. Subsequent technical and other special consultants could also be recommended as needed. All consultants should be provided on a fee basis. Executive personnel should be provided to speak to those organizations and groups which are merely becoming interested in electronic communication and which have not started to plan a facility; these should be provided at no cost.

The NAEB should immediately prepare printed pieces in the following areas to aid activation: equipment lists, sample installation cost estimates, a guide to preparing FCC forms. The NAEB should also seek funds for an activation-promotion film to stimulate station activation.

In those states where there is no state, regional, or local broadcasting organization, the NAEB should be active in promoting additional radio station activation, where desirable, for the NAEB network. This was not felt practical in ETV, because of the economic factors involved requiring strong local financial support before activation; where such support exists, NAEB should assist in activation preparation.

PUBLIC RELATIONS

The purpose and objectives of the Public Relations Committee should be determined and target dates established for the completion of specific projects.

A positive program of public relations should be initiated within the framework of the present NAEB structure. Its purpose should be to elevate the position in the public consciousness of the NAEB as the organization devoted to the fullest use of the broadcast media in the educational processes at all levels. This involves creating within

the NAEB the consciousness that members belong to a significant organization and also a public recognition of what the NAEB is and the purposes it serves.

In the absence of full-time public relations personnel, the group recommended that the present Public Relations Committee be responsible for planning and executing the following:

- 1. Examine the public relations recommendations of the 1961 NAEB seminar and implement those which are practical and feasible.
- Provide newspapers with "filler" materials describing the nature and services of the NAEB.
- 3. Supply printed public relations material to be made available to station managers and others who have need for such material. Present descriptive folders of this nature should be updated and made more attractive.
- 4. Prepare an identification slide for member TV stations with accompanying copy for use on station breaks; provide appropriate radio copy of a similar nature.
- 5. Prepare a one-paragraph description of the NAEB to be used at the end of all releases by member stations, both nationally and locally. This should be related to station promotion stories dealing with forthcoming NAEB programs, announcements of NAEB committee assignments, etc.

Because it is impossible, for the NAEB president to issue individual letters to all committee appointees, it was recommended that an open letter to committee appointees be printed in the NAEB NEWSLETTER, emphasizing the importance of the committee appointment and charging the appointees to assume the responsibility vested in them.

It was recommended that a Publicity Committee be formed, with the chairman serving as vice chairman of the Public Relations Committee, and vice versa. This arrangement would serve as a cohesive force in the functioning of these committees; the added manpower would make it possible for assignments to be carried out which have heretofore been impossible.

PUBLICATIONS

The basic publication needs of the NAEB can be met by:

- a. A scholarly journal
- b. A monthly trade publication
- c. A weekly Washington Report

Although it was recognized that there will be need for other publications, reports, pamph lets, and brochures which will fall under the production and approval responsibility of the NAEB editor, these would be initiated and developed by other departments of the proposed Educational Communications Center.

GENERAL MEMBER SERVICES

In addition to the member services currently offered, it was suggested that the NAEB make available to the membership the services of a consulting architect experience in the design of communications facilities. It was also recommended that every effort be made to seek fellowships and grants to support professional advancement of NAEB members.

It was recommended that the Placement Service be placed on a self-sustaining basis through the establishment of fees to be charged to individuals using the service. In this connection, it was suggested that the Placement Service be made available to non-members of the NAEB with an appropriate schedule of fees, but that a reduced-fee schedule be established for NAEB individual members. Also, the NAEB should explore the matter of charging commercial stations a fee for use of the Placement Service.

UTILIZATION AND TEACHER TRAINING

General endorsement of pages 73 and 74 of the report of the 1961 seminar.

MISCELLANEOUS SUGGESTIONS & RECOMMENDATIONS & THOUGHTS

- 1. Groups which would be served by the research center and library: NAB and commercial broadcasters, FCC, other governmental agencies (such as Commerce Department and FTC), Communications Bar Association, universities and school systems, various state associations, ACE, military groups, Congress and congressional committees, scholars from the U.S. and abroad, electronics industry, non-broadcast scholars (such as sociologists, political scientists, and those from the areas of speech and allied fields), foreign governments, foundations, and organizations considering going into broadcasting.
- 2. TV teaching demonstrations should be given by NAEB members at meetings and conventions of other professional associations, to encourage individual membership, and to help improve utilization.
- 3. NAEB president should invite presidents and vice presidents of universities to attend the 1962 NAEB convention.
- 4. A copy of the <u>NAEB Journal</u> should go to the immediate superior of each contributor to that issue of the <u>Journal</u>. . . . or to any other superior designated by the contributor.
 - 5. A Spanish-language edition of the Journal for Latin America.
- 6. Removal of the "National" as an obstacle to foreign membership, leaving the name "The Association of Educational Broadcasters."

From: "Public Relations! -- Bedrock of Membership Promotion and Retention," ASAE <u>Journal</u>, April, 1962, by Lawrence J. Hogan.

"Generally speaking, an individual joins an association for two reasons: for what he can get, and for what he can give.

"The first is a self-interest motive -- he knows he'll learn more about his business, he'll share ideas with competitors, he'll enjoy the good fellowship of people in a like situation, he'll have some of his problems solved, he'll be able to take advantage of research work and statistical data and he'll benefit from all the services which your association remders.

"The second motivation is to make a contribution toward enhancing the industry's business potential and to improve the service being rendered to the public."

"....To satisfy the man who wants to make an effective contribution to the betterment of his industry, you must give him a chance to serve on a committee whose scope of activities relates to his particular interests. (This is extremely important. A great many members are lost because they have the feeling that they are not needed, or because they are not given the opportunity to work for the association.)"

"Take credit for your accomplishments. Publicize your good works in your magazines and newsletters, in personal letters, in speeches at regional meetings, in press releases to general circulation media as well as to the specialized media serving your industry, in presentations by the head staff man or your president at conventions — through every medium at your disposal, tell your story. Tell it often and tell it wel. Take advantage of the advanced techniques which public relations offers you."

Mr. Harwell V. Shepard Manager, KDNT Denton, Texas

Dear Shep:

I'm currently gathering speeches for inclusion in a Public Speaker's Portfolio to be used as a member service for the Mational Association of Educational Eroadcasters.

I would like very much to include the fine speech on "Careers in Broadcasting" which you gave at the movember meeting of AWAT. It covered the subject well. Please include all of the illustrations you used, the one about female engineers, since this speech will be given before mixed audiences - probably on Career Days in high school and college.

We will give you full author's credit.

Cordially.

MC:da

Marion Corwell, Manager Educational Television

ec: Betty McKenzie Harold Hill Copies + John Low Bull April 27, 1962 Mrs. Betty McKenzie Publications Editor MARB 119 Gregory Hall Urbana, Illinois Dear Betty: Thank you for your letter of April 20 concerning the NAEB SPEAKER'S PORTFOLIO. I appreciated all of your suggestions and think your ideas for putting a note in the Newsletter is excellent. We might get some real gems as a result of the notice. In view of the situation regarding airborne television, we can emit the speech covering that subject. I'm looking over our copies of Broadcast magazine for the condensed speech by Newton Minow. If I am unable to find it I'm sure we can secure it either at headquarters or from another broadcaster. Since we are faced with a budgetary limit, I think your idea of announcing the availability of the SPEAKER'S GUIDE and PR Kits is the best plan for distribution. If the budget allows, we can mail a copy to each Active member: we'll know better how many we can distribute when the bills for materials and printing are estimated. If necessary, we can mimeograph the cover, rather than print it. I think it would be a very fine gesture to send the PR Kits to everyone who is asked to supervise an NAEB exhibit, as you suggested. Both the Kit and the Portfolio should prove to be excellent member aids. Have a good time in Columbus. Cordially, Marion Correll, Manager MC:da Educational Television ec: Harold Hill

Mrs. Patricia L. Swenson Manager, KBPS (AM) Portland Public Schools 546 N. E. 12th Avenue Portland 14, Oregon

Dear Mrs. Swenson:

Unfortunately, it seems that our plans for an exhibit at the PTA meeting are off. The PTA exhibits are limited to their own members and they have a very limited number of cooperating agencies. If there should be any change, I'll certainly let you know.

If you or some of your people plan to attend this conference, perhaps you would be able to distribute some of the literature anyway. If you think this is possible, let me know and I'll send you some copies of a couple of our flyers and booklets.

We appreciate very much your willingness to help, in any case. And perhaps next time we'll have more luck.

Sincerely,

(Mrs.) Betty McKenzie Publications Editor

BMC/dp

ce: Miss Marien Corwell Mr. Marold E. Hill



Henry Ford Museum AND Greenfield Village

DEARBORN, MICHIGAN

Dear NAEB Public Relations Committee members:

NAEB headquarters has authorized Betty McKenzie to write the NAEB crientation booklet (primary purpose of this booklet is to interest new members to the organization). Work will begin on this project in the very near future and we Public Relations Committee members are asked to submit ideas for changes in content.

The booklet is the yellow, black, and white publication, a copy of which I am sure you have. If you do not have a copy either write NAEB Headquarters or me and a copy will be forwarded by return mail. I would very much appreciate your taking the time to study it. Send your ideas for revision directly to Betty McKenzie, 119 Gregory Hall, Urbana, Illinois, with a carbon to me, please.

If you think the booklet is perfect as it is, let Betty know ...soon.

We'll count on you all to produce some helpful ideas.

Sincerely,

Marion Corwell Chairman

Henry Ford Museum and Greenfield Village Dearborn, Michigan Pear MARR Public Relations Committee mambers:

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the Nail evicetation tooklet (primary purpose of this booklet
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If you think the booklet is perfect as it is, let betty know

waill count on you all to produce some heloful ideas.

Sincerely,

Marton Corwell Challysin

Search Ford Masses and Greenfield Village Dearborn, Michigan Mr. William B. Jaker 115 Battle Lane Chapel Hill, North Carolina

Dear Mr. Jaker:

Thank you very much for your letter of May 31 offering to help us with an NAEB exhibit at the AEJ convention in August.

We are writing the AEJ today to find out whether or not we can have space--and I will let you know as soon as they inform me. Even if they don't allow us a display as such, perhaps you could still be our representative and circulate some of our literature, etc.

For your information, I'm enclosing two of the items telling of the NAEB which we would like to have circulated...and I would hereby like to invite you to become an Individual Member yourself.

We appreciate your willingness to cooperate, and I hope to be able to let you know soon what the situation will be.

Sincerely,

(Mrs.) Betty McKenzie Publications Editor

BMC/dp

enclosures

blcc: Mr. Harold E. Hill - Got a letter from this fellow saying he was an old admirer of the NAEB and has worked at a couple of member stations and he'd be pleased to be our "agent" at the convention. So, if we can get space from the AEJ, we're in business on this one at least.

Best,

Belly

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Report of the Public Relations Committee for incorporation in NAEB Annual Report June, 1962

With the slogan, INTERPRETATION THROUGH COMMUNICATION, as a guide, the Public Relations Committee has six projects either completed or in process. An initial project to secure a grant for a full-time Public Relations Director at Headquarters was discontinued at Headquarters' request in view of a long-range plan now underway to secure funds for financial support of numerous projects, of which PR is a part.

WELCOME LETTER

Two members of the Public Relations Committee-Gertrude Broderick and Jack Summerfield-are working with Lou Rhodes, Membership Committee representative, on recommendations for the wording of a welcome letter to be sent to all new Individual Members. Along with the official welcome, some of the advantages of NAEB membership will be emphasized.

FAMILY LIVING SPOT ANNOUNCEMENTS

At the request of Headquarters, suggested copy for a one-minute spot to be presented on one of NBC's FAMILY LIVING programs was prepared. The committee recommended scheduling the spot in October to include a mention of NAEB's 38th annual convention in the salute to the organization. This project was completed in April.

REVISION OF PROMOTION BOOKLET

At the request of Headquarters, work has begun on revision of the booklet designed to interest prospective institutional members to NAEB. Suggestions for revision copy have been sent to Betty McKenzie and she has prepared the first draft of copy and a dummy. Committee members have been asked to supply their reactions and make suggestions for copy changes. Deadline for changes is July 1.

PUBLIC RELATIONS KIT

Work has been initiated on a project discussed at the PR Committee meeting in October: A Public Relations Kit, to be provided as a member service. Henry Mamet was assigned the task of gathering materials for the kit and he mailed the suggested contents of the kit to the committee chairman in April but the package never arrived. As a result, a delay has occurred while Hank traces the lost package. Art work for the cover was completed by Marion's artist and has been forwarded to Betty McKenzie. The PR Kit should include:

- 1. Statement of the national Public Relations Committee's purpose.
- 2. Brief explanation of public relations, publicity, and advertising.
- Brief list of survey questions to determine NAEB's strength and/ or weakness in each member-station's locale.
- 4. Suggestions for individual members to incorporate in improving their own public relations in their communitites, and indirectly boosting the national image of NAEB.
- 5. Suggested guides for reporting news of national interest to Public Relations Committee, permitting origination of general releases at national level which might enhance importance of educational broadcasting.
- 6. Sample news release.
- 7. Sample editorial.
- 8. Sample feature story.
- 9. Suggestions for locally originated features.
- 10. Sample mats and photo sheets.
- List of speakers available to talk on educational broadcasting, with title, location, etc., and fee.

This project should be completed by August.

SPEAKER'S PORTFOLIO

An idea agreed upon at the Committee meeting in October has been pursued and is slated for completion before the national convention:

A Speaker's

Portfolio

-MORE-

The Portfolio will contain sample speeches pertaining to educational broadcasting which might be adapted for use by members in their own locales. A list of quotations pertinent to our industry will also be included. Speeches in hand now are:

- UTILIZATION OF IN-SCHOOL PROGRAMMING James L. Mead WOAK, Royal Oak, Michigan
- 2. THE CHANGING FACE OF TELEVISION
 Montez Tjaden
 KWTV
 Oklahoma City, Oklahoma
- ADDRESS BY NEWTON N. MINOW CHAIRMAN, FCC, TO NAEB, OCTOBER, 1961 (We also have Minow's "Vast Wasteland" speech, but space may not permit including both)
- 4. THE NAEB: PAST AND FUTURE (Harry Scornia's challenge for NAEB)
- 5. A $2\frac{1}{2}$ page list of quotations from a number of sources which could be incorporated into speeches effectively, prepared by Roy Flynn, Rock Hill, S. Carolina.

Promised by August 1 are:

Lee Dreyfus' speech titled, KIDS AND TV, Floyd Brooker's remarks at
Michigan Citizen Committee for ETV comparing the growth of ETV with the growth
of the automobile, and a speech on CAREERS IN BROADCASTING.

It is hoped that our notice in the NAEB NEWSLETTER requesting speeches about PROS AND CONS OF SUBSCRIPTION TV, WHAT DOES THE RESEARCH REALLY SHOW?, THE UNIQUE ROLE OF THE BROADCAST STATION; TEAMWORK IN PUBLIC SERVICE BROADCASTING will bring speeches covering these subjects from the membership. Cover design and format for the PORTFOLIO have been discussed with Betty McKenzie.

NAEB EXHIBIT AT CONFERENCES

Attempts have been made to supply a manned NAEB exhibit at PTA Conferences, AEJ Convention, NEA Meetings, and the Association for Childhood Education International.

Because of lack of personnel for manning exhibits, and fees for exhibit space, these efforts have met with little success.

COMMITTEE OBJECTIVES

INCREASE PUBLICITY

Public relations is the over-all "personality" and "policy" of an organization, plus the communicating of it. Publicity does the communicating. It follows then that in any public relations program an important activity is services to the press -- newspapers, business magazines -- all media for distributing information. This is one area which has been neglected because of understaffing at National Headquarters. Imagination and creativity should be used to find a peg for news stories released by National Headquarters as often as possible. One excellent opportunity which should not be overlooked is the Annual Report. A brief release disseminated to papers throughout the country should be issued. Another: a one-page sheet of "filler" material can be mailed to selected newspapers throughout the country presenting succinct information about the NAEB. This can be a project of the Public Relations Committee.

The importance of publicity should not be underestimated.... The NAEB cannot build good public relations without it, because acceptance and approval can come only through understanding.

STATEMENT OF PUBLIC RELATIONS OBJECTIVES

A clear-cut statement of PR objectives must be prepared. This is under consideration and will be ready for Board approval by July 1.

LOW BUDGET PR CAMPAIGN

Using the slogan: THE 20th CENTURY BREAKTHROUGH IN LEARNING, a carefully devised campaign to develop favorable pressure for ETV, recruit members, and

enhance the public image of NAEB is in preparation. This will be submitted for consideration of the national board next month. Target date for launching this campaign is October.

Respectfully submitted by.

Marion Corwell Chairman

COMMITTEE MEMBERS:

Thomas J. Aylward Gertrude G. Broderick Lillian Brown Frances Butler Lawrence Creshkoff Harold A. Engel Roy Flynn Henry H. Mamet Robert L. Montgomery Jack D. Summerfield

file PR Com June 4, 1962 Mr. Dan Denham General Sales Manager Minnesota Mining & Manufacturing Co. 900 Bush Avenue St. Paul 6, Minnesota Dear Mr. Denham: We have begun a new service to NAEB members -- of distributing every so often various booklets and materials of interest. We hope that our Industrial Associates will take advantage of this opportunity to distribute informational (non-promotional) pamphlets, reprints, books, etc., to educational broadcasters. In our first mailing on May 8, we had two items from RCA and a reprint from Adler. At present I have on hand two items from Ampex, and a booklet from Sarkes Tarzian on "The Care and Feeding of Tape Recorders." After looking at your handsome book on Teaching with Videotape, we thought this sounded like an excellent piece for us to distribute to NAEB members for 3M. If you can provide us with 1200 copies, we will be happy to mail them to all our members. If the booklets are not available in that quantity, we could use 350 which we would mail to our Actives and Associates. Please send to me. at 55 East Armory, Champaign, Illinois. Sincerely, (Mrs.) Betty McKenzie Publications Editor BMC/dp blcc: Mr. Harold E. Hill V

Dr. Robert L. Hilliard
Department of Radio, Television
and Motion Pictures
Communication Center
University of North Carolina
Chapel Hill, North Carolina

Dear Bob:

Regarding the AEJ convention again, would you do me another favor? I wrote to the AEJ to ask if we could have an exhibit, and they replied that arrangements have always been handled by the host college or university...and suggested that we contact Dean N. N. Luxon, of the School of Journalism there. Since it seems to me that we'd be more likely to receive a "yes" answer through personal contact, would you ask him about it?

Our problem is, as usual, money. Being nonprofit, we don't have funds for expenditures such as exhibits, though we could pay a nominal sum. Lots of times such associations as the AEJ have booths which nonindustrial nonprofit organizations can use free of cost, or at a nominal fee.

We really only need a small space. The exhibit is a 3-panel one, three feet tall and each panel two feet wide. This fits nicely on a standard-sized exhibit table. That, with another table for brochures and such, would do nicely.

Thank for any help you are able to give us on this, once again.

Cordially,

(Mrs.) Betty McKensie Publications Editor

BMC/dp

blcc: Mr. Harold E. Hill

ele-PRC



UNIVERSITY OF NORTH CAROLINA

DEPARTMENT OF RADIO, TELEVISION AND MOTION PICTURES COMMUNICATION CENTER

June 22, 1962

Mrs. Detty McKenste Publications Editor Mational Association of Educational Broadcasters 719 Seagues Ball Prhane, Hilimote

Dear lietly.

Dean Luxon returned from his vacation and Mas hallers phoned him to determine the possibilities of MARN at the U.I convention.

The anclosed letter will clarify the situation and indicate the specific requirements set forth by Dean Luxon.

I hope, since you have already been in touch with Bill Jaker, that everything has turned out as you desired.

With best regards,

Robert L. Hilliard

RLH: bw

FYT AFACK

June 22, 1962

Dean N. N. Luxon School of Journalism Howell Hall Compus

Dear Dean Luxons

This is in confirmation of our telephone conversation of this date. As I understand from you, there will be space at the AEJ
Convention which can be used by the NAEB.

My understanding is that this space is supplied
without charge to the NAEB. In turn the NAEB
will creet its own exhibit (a three-panel one,
three feet tall, which will fit on a standard
size exhibit table). This, plus one other table
for promotions and literature, will be sufficient. The NAEB will also supply the personnel
te serve the exhibit, and the only thing provided
by the AEJ is the space and tables.

Sincerely yours,

Wesley H. Wallace Acting Chairman

WHW/ba

oc: Dr. Hilliard

TO: MEMBERS OF NAEB PUBLIC RELATIONS COMMITTEE

SUBJECTS: COMMITTEE MEETING; COMMITTEE ASSIGNMENT

The NAEB Public Relations Committee will meet on Sunday evening, October 21, at 7:00 P.M., at the Benjamin Franklin Hotel, Philadelphia, Pennsylvania. This will be our first opportunity to discuss NAEB PR problems and for some of us, our first fact-to-face meeting. I'm looking forward to a constructive exchange of ideas which will result in some concrete recommendations to the NAEB Board. Exact room for our meeting has not yet been designated; check at the NAEB registration desk for information on the twenty-first.

In the meantime, recommendations for NAEB Public Relations which came out of the Airlie House Seminar held this summer in Warrenton, Virginia, included an assignment for our Committee which should be in the mail early in October. It is the preparation of a one-page sheet suitable for mailing to selected newspapers throughout the United States listing items describing the nature and services of the NAEB which would be suitable for "filler" material. Would you please list several brief items which you feel would make good filler material and thus help to spread the good word about our organization? Deadline is September 28.

I'll look forward to seeing you all on the twenty-first. Meantime,

All the best.

Marion Corwell, Chairman NAEB Public Relations Committee

cc: Harold Hill Betty McKenzie Mr. William B. Jaker 115 Battle Lane Chapel Hill, North Carolina

Dear Mr. Jaker:

I have received a copy of a letter indicating that the NAEB will be provided with space for an exhibit at the AEJ Convention. Dean N. N. Luxon seems to be the man in charge and through whom you will work. He has been alerted to the fact that we will need two exhibit tables. On one of these we will erect a three panel exhibit = the second table to contain promotional material.

Please let me know by return mail where you would like us to send the exhibit (it is, as I previously described, about three feet long and two feet wide and fairly easily portable) and the literature for you to display. I will be going on vacation near the end of this month and would like to have this all sent out to you before that time. But, on the other hand, I'd like to send it to the address which would be best for you.

Thank you again for your willingness to help, and will send the materials to you just as soon as you let us know the best address.

Sincerely,

(Mrs.) Betty McKenzie Publications Editor

BMCK/mp

oc: Dr. Bobert Hilliard Er. Harold Hill Marion Corwell a chance to talk to you at airlie. Hose you had a good try fash - and that thome - Betty Mr. Larry Frymire Manager, WKAR Radio Kichigan State University East Lansing, Michigan

Dear Larry:

I am attempting to implement the suggestions made at the MAES Seminar for the Public Relations Committee.

Would you please send me the two brochures you mentioned that need revision? I would also like the suggested radio copy, since I am now writing television copy to accompany ID slides and would like to submit suggested copy for both radio and television.

It cortainly was a pleasure seeing you again in Virginia. I was very such pleased with the final results of our Public Relations recommendations and hope that all or most our recommendations can be effected.

Sincerely,

MC:da

Marion Corvell, Manager Education Television

oc: Harold Hill

Memo from the desk of: William G. Harley



July 27, 1961

Mr. Elmer G. Sulzer, Director Radio and Television Communications Indiana University Bloomington, Indiana

Dear Bromo:

Thank you for your letter of July 21, with the enclosed carbon. I am very much pleased that you have begun action on these suggestions and I know Betty will do a superb job on the personal interest stories.

I have no objection to your referring to me as the source of any suggestions you may wish to use.

I, too, have been aware of the antagonism of some educational broadcasters toward commercial broadcasters and I feel it is terribly unfortunate. Some do belong to the NAB, as well as the state broadcasting groups, but others do not--in some cases, because of financial inability.

Yes, I am familiar with the SPEAKERS GUIDE provided by the MAB. I think it is a wonderful service and I firmly believe that a similar guide for members of the NAEB would be of great benefit to members. However, the preparation of such a guide would take a considerable amount of time and although I am willing and eager to help, the amount of time I can pledge for such an endeavor might not be adequate to get the job done.

I am planning to be in Indianapolis September 29 and 30 to attend our East Central Area Fall Conference of American Women in Radio and Television. It might be possible to arrive early enough on the 29th to allow time for a conference with you on NAEB public relations possibilities meantime, all the best . . .

Cordially,

Marion Corwell, Manager Educational Television

INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

RADIO AND TELEVISION SERVICE DEPARTMENT OF RADIO AND TELEVISION

RADIO BUILDING

July 21, 1961

Miss Marion Corwell, Manager of Educational Television Henry Ford Museum and Greenfield Village Dearborn, Michigan

Personal

Dear Marion:

First let me give you my heartiest congratulations on your fine article "Personalized Public Relations". It is such a relief to read something of this nature done by a pro who knows what he or she is talking about. Furthermore you show a fine sense of showmanship and attention-getting in the way you cast your article. To put it another way, I am proud of you.

Now as to the suggestions you have made for our committee. I am planning one of these days to submit in dittoed fashion to the committee several of the projects that you and two other members of the committee have brought up for consideration. So, at the outset, do you object to my referring to you as the source of those suggestions of yoursthat I include?

I am inclined to agree with you that our action in recommending a full-time Public Relations Director for the NAEB was hasty. Next time I will preside without the benefit of several martinis. I agree that the NAEB president is the prime party for presenting our PR image, and I am going to suggest in the mailing that we reconsider this action.

Relative to your point # 2: what you are referring to are what I always called "personal interest stories", and I believe that our work-horse at Urbana, Betty McKenzie, is thoroughly capable of taking care of this. In fact I will write her today suggesting that she do that very thing.

I agree that we have an important obligation to build a better image before commercial broadcasters. Maybe you and I had better do some deep thinking as to how this will be done. Many members of the NAEB and, I fear, some members of our PR committee constantly assume an antagonistic attitude towards the Industry, and whether we can change this or not remains to be seen.

I have an idea which encompasses several of yours which I would like to suggest to you at this time. Are you familiar with the SPEAKERS GUIDE sent to all member stations by the NAB? If you are not, let me know at

We at I. U. are members of the MAB, IBA, and KBA.
Perhals we should encourage our membership to join the
NAB and their state trade associations.

Miss Marion Corwell - cont'd.

once and I will send you a duplicate copy I have — or betteryet, why don't you write to the NAB in Washington and get yourself a copy? We could prepare something similar which I believe would take care of many of your suggestions. Let me know as soon as possible what you think of this idea, and meanwhile I will write to Betty McKenzie and see if we can dig up enough money to publish enough copies for our membership. And also, how far would you be willing to go in working on such a guide? (You see, I have a lot of confidence in your abilities.)

I just wish that it would be possible for us to get together one of these days and have time to discuss some of these matters in detail. Very confidentially, I take a rather dim view of the PR abilities of several of our members this year. In fact, I have a hunch that when the powers that be decide to place our new NAEBers in an activity, they throw them into the Public Relations committee.

I will look forward to hearing from you and meanwhile, please accept my thanks for your most valuable cooperation.

Sincerely

Elmer G. Sulzer, Director Radio and Television Communications

EGS: VZ

July 21, 1961

Mrs. Betty McKenzie Publications Editor, NAEB 119 Gregory Hall Urbana, Illinois

Dear Betty:

Here are two Public Relations projects on which I would like your comments and cooperation. First, I received a number of valuable suggestions from our committee member Miss Marion Corwell, and I would like to quote to you one of these suggestions in detail:

For the information of the NAEB general membership, define the real duties and general function of every national committee and print them in the Newsletter. PREPARE AND MAIL NEWS RELEASES TO LOCAL PAPERS OF MEMBERS OF VARIOUS COMMITTEES TELLING OF THEIR APPOINTMENT TO DESIGNATED COMMITTEES BY PRESIDENT HARLEY, (DATE OF EACH APPOINTMENT DOES NOT HAVE TO BE GIVEN SINCE SOME TIME HAS ACTUALLY ELAPSED SINCE THIS ACTION HAS BEEN TAKEN.)

I think that this suggestion is one that could easily be implemented at once, and I wonder if you would be willing to undertake the chore. Perhaps you could get some assistance (though I doubt that you need it) from U. of I. News Bureau.

The other project is one that I think we should get on immediately and which would respond to many of the suggestions already made to me by members of our Public Relations committee. That is, to develope a SPEAKERS' GUIDE FOR NABB BROADCASTERS. In the event that you are not familiar with what the NAB is doing in this area, I am enclosing this SPEAKERS GUIDE. Could the NABB find money to publish and distribute its own if our committee provided the copy?

I am sending a carbon of this letter to Harold, and no doubt will get some reaction from him on the subject too.

Keep up the fine work that you are doing!

Elmer G. Sulzer, Director
Radio and Television Communications

Cordially yours

ec: Mr. Harold E. Hill Miss Marion Corwell RADIO STATIONS . WKAR . WKAR-FM



July 13,1962

Marion Corwell Manager Educational Television Henry Ford Museum Dearborn, Michigan

Dear Marion:

Here are the spots we have been using for some time now. Tehy're not dramatic or unusual, but they do imply some of the prestige of the NAEB. You're more than welcome to use, change, or throw them out.

- 1. This is (call letters), (location), bringing you the nation's best teachers, scientists and artists—through the radio network of the National Association of Educational Broadcasters.
- 2. of the NAEB, the nationwide voice /4 A 5 of American education.
- 3. You are listening to a member of the National Association of Educational Broadcasters.
- 4. This is _______, proud to bring you educational and cultural programs from fellow members of the National Association of Educational Broadcasters, via the NAEB Radio Network.

It was good to see you and work with you at Airlie House and I hope your committee will be able to implement some of the public relations suggestions.

By the way, I have asked for a Leave to become Head of the Education Division, Research and Education Branch, FCC. This is with Hy Golden. If all goes well, I will leave here September 1 for one year.

Hope to see you at Philadelphia at the NAEB.

Cordially,

Mr. Elmer G. Sulzer, Director Radio and Television Communications Indiana University Elecuington, Indiana

Dear Bromo:

Thank you for your letter of August 6. I'm delighted that you will write the speech on TEAMWORK IN PUBLIC SERVICE BROADCASTIMO. It will be a valuable addition to our SPEAKER'S PORTFOLIO. May we have your manuscript by September 37

The speech should be about 2900 words in length—to fill about a half hour. The audience would probably be laymen—PTA groups and civic organizations.

Any complimentary remarks about the role of the commercial station in public service broadcasting that you wish to include would be fine.

Sincerely,

marin Januar

Marion Corwell, Manager Educational Television

MC:da

CC: Harold Hill Betty McKenzie

August 23, 1962

Mrs. Betty McKenzie 119 Gregory Hall Urbana, Illinois

Dear Betty:

The material prepared by Henry Mamet for the PR Kit arrived this week and, frankly, I was disappointed. My idea of the kit is to provide succinct helps for even a novice to refer to and use as guides in preparing releases and publicizing his station, as well as the NAEB. I cannot see the value of using bulky materials available to the membership at any time, upon request. If you think the idea has merit, we CAN include a listing of printed materials available for the asking from headquarters; if not, we can omit it.

Actually, Henry provided very few of the items essential to the kit, although he made some good suggestions which we can incorporate. As a statement of purpose for the PR committee, which I think should be included in the kit, I don't think we should use the paragraph expressing this issued from headquarters because it is too vague. I suggest using the statement I outlined in my letter to Harold dated August 6 (carbon to you), paragraph 3. Henry provides an excellent summation in his final sentence of paragraph 3. This could be added to my statements.

I am enclosing Henry's letter so you can refer to it and use any of his suggestions which are adaptable.

In Item 5 of my suggestions for the PR Kit's contents (see enclosed Annual Report), perhaps it would be better to just devote one page to what makes news - the who? what? why? where? questions that should always be answered in the first paragraph, how to develop timely news items, etc.. rather than suggesting how stations can report to national. Henry's observation is plausible. . It's possible national would not be equipped to originate items for stations. I do think, though, it would be helpful to include a sample news release so the form (double spaced - originator's address, date of release, etc...) can be followed. Some of the low budget stations don't have full time PR people and I'm sure this would be of help. I think we should also include the paragraph on the top of p. 2 of my letter to Harold and suggest stations incorporate it in the final paragraph of their releases. Use any of Henry's suggestions (p. 3 of his letter) that fit im.

Mrs. Betty McKensie Page 2

Since Henry didn't offer any help on Item 11 of my suggested list of things to include, this can be omitted, unless you have a listing which could be used. However, it would be easy to adapt Dave Birt's naterial (enclosed) and it might be helpful to the stations to have this to refer to in the event they don't have an established speakers' bureau and tour program.

In addition to the eleven items I listed in my report, I think we should add a copy of a brief history of the organization. The enclosed copy can be reproduced. . . I think it covers the subject well. (Please return - it is the only copy I have and I refer to it often.)

I also think we should enclose a TV ID slide for use in station breaks, with accompanying copy, as well as copy for radio promes. I am enclosing suggested copy. As I wrote Harold, U. of D. is willing to make the slides as soon as we receive the go shead from MAEB headquarters. Whether or not we can afford to invest in the slides, I think we should include the copy for stations to use if they wish.

I think we should include a copy of each of our small brochures for acquainting new members to the organization, as well as the PR Guide that Elmer Sulzer wrote.

As to a definition of PR, publicity, and advertising - we can omit that, although I think it would be helpful to have it succinetly stated.

If headquarters is interested in the survey questions (I should think they would be), they might be willing to list a few pertinent questions, which could be included. If not, we can omit that item.

The item Henry supplied explaining how to set up Community Workshops could be included. . . under the heading of ETV Community Workshops. Do as you think best on this.

I am sending all this to you in the hope that production of the Kit can be expedited. I am leaving on vacation and don't want it stalemated while I'm gone. You would have to execute the final production anyway and will do your usual excellent job. I know. I think the different items in the Kit should be on different colors of paper, if possible, with the items identified by number and title in the upper right hand corner, for easy reference. If you think of anything that should be included that I have failed to mention, feel free to add it.

Mrs. Betty McKenzie Page 3

I am returning the bulky items to Henry that he included in his letter, since they are duplicates of the things you mailed me earlier and I don't think they should be included in the Kit.

I surely hope I haven't overwhelmed you. . . If you need any more help from me on this, I'll be back September 5.

All the best,

Marion Corwell, Manager Educational Television

P. S. I'll have the Speaker's Kits ready very soon.

MC:lc Enc. cc: Harold Hill

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 CONNECTICUT AVENUE WASHINGTON 6, D, C.

WILLIAM G. HARLEY PRESIDENT

August 3, 1962

Miss Marion Corwell Henry Ford Museum Greenfield Village Dearborn, Michigan

Dear Marion:

It was good to hear your voice the other day. Be assured, I will be happy to lie through my pearly whites anytime a prospective employer inquires about your competence in educational television.

As I indicated, I expect to be gone most of the month of August, but will certainly be back by September 1st--and possibly sooner. Please drop me a card indicating the exact dates you will be in Washington. Let's not miss each other two years in a row!

I am sending along photostats of a few pages of a memorandum which Ed Browne has written in response to the Airle House comments. Since they refer primarily to NAEB public relations, I thought they should be brought to your attention.

Cordially yours,

William G. Harley

WGH:pw Enclosure Relations Association) to a member of the NAKB, was to see the weakness in NAKB's public relations endeavors. But I kept my mouth shut because I had too much to learn about educational broadcasting to launch into an overhaul of NAKB's PR. I am reluctant to say anything even now, partly because PR has moved on while I have stood still in that field. But while I am still in the mood, I will get a few matters off my chest.

I shall lay off any suggestions pertaining to PR work at the national level and concern syself with national help at the local level.

The best thing we do locally is put out a program guide. I wish we had more money so that it could be a two-color job and so that we could afford to make other improvements but I am of the opinion that nothing which we do pays better dividends in attracting new listeners. In spite of the inadequacies of our own effort, I don't find myself wanting to show my bosses examples of program guides put out by most of the other educational radio stations (with certain notable exceptions) for fear that the keeper of the purse will tell us to cut back further.

So what I would like to advocate is a drive to improve program guides.

One of the best things which can be done in this regard is to provide art for the guides which already exist. As far as I know our station has never received an 8 x 10 glossy photograph of the star of an NAEB network show for use in our program guide. As far as I know, we have never received a piece of art work suitable for reproduction in our program guide to promote an NAEB program series (except for the NAEB sig cut).

Items of this nature should be part of a promotions kit sent with every series of significance. Few of us have the staff to dream up a good job of PR. But with these helps so that a secretary could do the job, our promotional effort would be wastly improved.

On another subject, the first principle of PR is to have something to sell. The press agent forerunners of the modern PR men were past-masters at the art of creating a news event. The principle is sound. For us, the best kind of news is the creation of an outstanding program for broadcast. No amount of yak about the NAKB can take the place of doing something worth yakking about. So I am a nut. But in broadcasting the program is the thing. Let

the NAKE create meritorious programs. Professionalism is excellent for internal relations, it may even lead to better relations with deans and college presidents, but if you are talking about <u>public</u> relations, professionalism won't sell. Programs will. This is the secret ingredient of the successful PR campaign.

May I offer an example which I think illuminates certain fallacies and illustrates what we ought to be doing if we are really interested in PR? At K. U. we have an excellent theater tradition. What has given the theater a good reputation in our area -- promotion of the idea that the head of the department and his personnel are qualified men? No. The secret is plays, beautifully done. The personnel of our theater department have achieved professional stature on the basis of their product, plays. What has given WHA the reputation as the greatest educational radio station in America? Is it the personality of Harold McCarty? That doesn't hurt the image. Is it the glamour of Bill Harley? This is no hindrance. But neither of these mighty contributory factors is the real secret of the stature of WHA nationally. In my opinion what has given WHA its enviable reputation is its product -programs! So WHA can put out a bulletin which looks lousy and still have good PR because WHA's program image is clear and beautiful.

The same applies to the NAEB. Let the NAEB produce better programs (the proverbial mouse-trap) and the world will best a path to our door. This is PR. It is also professionalism on the move upward.

I note another emphasis which I approve in the committee's recommendations but which though valuable is really a kind of substitute for the real thing. Note that the committee suggests publicity material on "the nature and services of the NARB" for use in various ways. This is good and ought to be done. We have a story to tell and it is interesting. We have a proud record. But horn-tooting cannot take the place of the evaluation made by the consumer not on the basis of our pointing out our virtue but on the basis of the consumer discovering it for himself. When the consumer sees the NARB in action and identifies what he sees as being NAEB in origin then we have accomplished a solid job of PR. Anything else, no matter how meritorious, is a substitute for this more solid sell.

Let's go back to station-activation, as another example of PR in action of the solid kind. The NARB does a solid job in Washington and \$32 million dollars is obtained. All of us within the family learn that only the NARB was in the President's office for the signing. Harley or somebody gets one of the pens. But did

anybody from NAEB send a photo of this signing to the stations who issue program guides? Was a movie of the signing distributed to the NAEB ETV stations? Has anybody suggested putting one of these pens in a suitable permanent display along with a photo of the signing and the story of the NAEB's involvement and giving the whole bit a place of prominence at the convention, or elsewhere? Probably nobody has. And there is a good reason. With certain exceptions, the NAEB personnel are modest guys. Another reason why we may never be successful in the horn-tooting variety of PR. Which brings me back to what I started to say at the beginning of this paragraph. The Washington bit is sensational, terrifically important to the national movement, but it happened in Washington, it didn't happen on the local scene. The proverbial little ol' lady in Dubuque knows nothing about it and couldn't care less if she did know about it. But get a task force under NAEB sponsorship, with banners flying, out to Dubuque and get a station activated there and this little ol' lady will know about the NAEB and will bless the NAEB every time she sees her grand-daughter watching the "Friendly Giant". Or even just put out a terrific movie, along with other helps as part of a great PR station-activation-plan kit, and supply this to Joe Blow, of the radio-TV department of the University of Dubuque, get him fired up, see that he shows the film to all the service clubs, the PTA, the legislature, etc., so that a station gets on the air there, and the little ol' lady and all the members of her sewing circle will still applaud the NAEB. That is solid PR. It improves status. And status-improvement is emphasis on the professional growth of NAEB.

One other thought on PR. Today, PR is conceived not primarily as publicity-seeking or publicity-writing, although this is part of the total. The modern public relations counselor has his office next door to the president. He is in on the policy-making. He knows that policy-making affects PR and if PR can affect policy-making then the organization will have the kind of PR that it wants.

This is just another way of looking at what I have said earlier in this same section. Make news and PR takes care of itself, almost. Somebody needs to be there beside the president handing out the NAEB buttons.

PUBLICATIONS

No comment.

Mr. William G. Harley, President National Association of Educational Broadcasters 1346 Connecticut Avenue Washington 6, D. C.

Dear Bill:

Thank you for your letter and for the photostats of Ed Browne's comments.

I agree wholeheartedly with all of Ed's suggestions
---just about everything he mentions points up the necessity
for employing a full-time PR director assigned to MAEB Headquarters. There are many things I know should be done for
MAEB, and as PR Chairman, I am constantly frustrated because
my primary responsibilities here at the Museum have to come
first. There is never enough remaining time to de the PR
job that should be done for MAEB.

Maybe this situation can be improved in the future planning of NAEB's growth.

All the best,

Marion Corwell, Manager Educational Television

MC:da

Mr. William G. Harley, President National Association of Educational Broadcasters 1346 Connecticut Avenue Washington 6, D. C.

Dear Bill:

Thank you for your letter and for the photostats of Ed Browne's comments.

I agree wholeheartedly with all of Ed's suggestions——just about everything he mentions points up the necessity for employing a full-time PR director assigned to NAEB Head-quarters. There are many things I know should be done for NAEB, and as PR Chairman, I am constantly frustrated because my primary responsibilities here at the Museum have to come first. There is never enough remaining time to de the PR job that should be done for NAEB.

Maybe this situation can be improved in the future planning of NAEB's growth.

All the best,

Marion Corwell, Manager Educational Television

MC: da

August 3, 1962

Mr. Henry H. Masset, Executive Director Breadcasting Commission Chicago Board of Rabbis 72 E. 11th Street, Suite 500 Chicago, Illinois

Dear Henry:

Shelosed is a copy of my surmal Public Relations Committee report. You will notice on page 2 the discussion of our proposed Public Relations Rit. Harvid Hill and others at headquarters have approved the art work for the Rit and I would like to have the contents ready this month so that copies in quantity can be prepared for the HARB membership.

Since your first attempt to supply these materials went astray would you prepare another using the outline I have suggested in the report? A number of these items could be supplied by RAEB membership stations which are strong in publicity. For example, Alabama seems to have good PR and Michigan State has originated a number of releases recently. I think that in addition to the items I have listed in the report a brief statement of the purpose of the RAEB should be included with the suggestion that it be used as the final paragraph of any news release prepared by a NAEB member station. The paragraph follows:

The National Association of Educational Broadcasters is a professional and trade association dedicated to developing the art of educational broadcasting in all its aspects, upgrading the standards of the profession, and distributing broadcast materials produced and used by members throughout the country.

If you would like assistance with the brief explanation of public relations, publicity, and advertising, (item 2) I would be happy to help you with it. If you feel any of the items in this outline are impossible to supply let me know and we can substitute or I might be able to supply some of the material. I would like to complete this project before the fall rush of activities begins to insure its availability by October 23 or before.

Sincerely,

Marion Corwell, Manager Educational Television Mr. Harold Hill Vice President, NAEB Suite 1119, DuPont Circle Office Building 1346 Connecticut Avenue, N. W. Washington 6, D. C.

Dear Harold:

This letter was originally started right after I received the check covering my expenses to the NAEB Seminar. This time I hope I can finish it. I appreciated your remunerating me so promptly for my travel expenses to the Seminar. As always, it was a real pleasure seeing you again and I felt the week in Virginia was certainly worthwhile.

Since returning, I have been attempting to get some material together to implement Public Relations suggestions made by our ad hoc Commettee.

What do you think of the following for a statement of purpose for the Public Relations Committee?--

Establish, implement, and maintain a long-range program designed to assure recognition of the existence, purposes, and activities of the NAEB, its member-stations, and individual members.

Create within the NAEB, the consciousness that members belong to a significant organization.

Advise the National Board on specific problems it may refer to the committee.

Be available for personal courtesies and assistance on behalf of the organization to visitors — especially those from abroad.

As requested by the Board, prepare printed brochures and pamphlets for publication, in cooperation with the publications editor.

Juntify with industrial members a communic

I have also written a paragraph describing the nature of the Naeb which could be distributed to all member stations with the suggestion that it be included at the end of every news release, a long with the statement that the station is an active member of the NAEB. I believe it should be included in the PR Kit:

Page 2

Mr. Harold Hill

"The National Association of Educational Broadcasters is a professional and trade association dedicated to developing the art of educational broadcasting in all of its aspects, upgrading the standards of the profession and distributing broadcast materials produced and used by members throughout the country."

Do you think this paragraph covers the nature of the organization adequately? If not, feel free to edit accordingly.

As soon as I hear from you shout the ID slides, I can negotiate further with U. of D. on the execution of them. We will submit an artist's sketch of the proposed video to you, as well as a breakdown of the costs involved, before going ahead with the project. In the meantime, I have prepared some copy both for general use, and for use prior and during our National Convention and have also secured four promo's which Larry Frymire uses on WKAR. He is willing for us to send them out for national use. I see no reason why the same promos could not be used for either radio or TV, do you?

As soon as time permits, I plan to work on the filler material... Would the like to assign this to committee members, but it may be faster to do the job myself!

All the best,

Marion Corwell, Manager Educational Television

MG:da

ce: Mrs. Betty McKenzie 119 Gregory Hall Urbana, Illinois Mr. John M. Gouric Manager of Public Relations National Association of Broadcasters 1771 N Street, N. W. Washington 6, D. C.

Dear John:

Congratulations on your new booklet IF YOU NEED A SPEAKER. It's a great public relations tool for the MAB, and I hope it will prove really productive.

I'd like to have four more copies of this for our department use. Also, would you please send a copy to Miss Marion Corwell, Manager, Educational Television, Henry Ford Museum and Greenfield Village, Dearborn, Michigan. Marion is chairman of the Public Relations Committee of the National Association of Educational Broadcasters; and it just might be that she would like to include in the sincerest form of flattery and copy the idea.

Cordially yours

Elmer G. Sulzer, Director
Radio and Television Communications

EGS:drp

cc: Miss Marion Corwell

NATIONAL ASSOCIATION OF BROADCASTERS

1771 N STREET, N. W., WASHINGTON 6, D. C., DECATUR 2-9300

JOHN M. COURIC MANAGER OF PUBLIC RELATIONS August 27, 1962

Mr. Elmer G. Sulzer Director Radio and Television Communications Department of Radio and Television Indiana University Bloomington, Indiana

Dear Elmer:

Thank you for your letter of August 24. We are pleased you like the new Speakers' Directory. Four more copies are enclosed, as you requested, and I also am sending a copy to Marion Corwell. I hope she will be able to use it.

Sincerely,

JMC:mbw Enclosures

cc: Miss Marion Corwell

NAEB CONVENTION HEADQUARTERS 1346 Connecticut Avenue, N.W. Washington 6, D.C.

MEMORANDUM

TO: All NAEB Committee Chairmen

FROM: Anne Taylor

DATE: August 24, 1962

The times that have been set aside for NAEB Committee Meetings during the 1962 Convention are:

2:00-5:00 p.m. Sunday October 21 Notth, PR 8:30-9:45 a.m. Tuesday October 23.

You will note that two of these time segments are on Sunday, October 21. The Convention does not officially open until Monday morning. Therefore, if you schedule a meeting for either of these times, you will have to make sure that your Committee members are planning to arrive in time. There are also meetings of the NAEB Board of Directors scheduled for both of these time segments and this may interfere with meetings of some Committees on Sunday.

If you wish to hold a meeting of your Committee at any of these times, please let me know NO LATER THAN September 14, 1962, which of these times you desire and approximately how many Committee members will be in attendance. I will then reserve a room for your Committee and it will be listed in the final Convention Program.

You will be able to notify your Committee members what time the meeting will be held prior to the Convention. However, they will have to check the Convention Program for the room number.

July 13, 1962

Mr. Elmer G. Sulser, Director Radio and Television Communications Indiana University Electington, Indiana

Dear Bromo:

Thank you for your letter of August 6. I'm delighted that you will write the speech on TEAMNORK IN PUBLIC SERVICE BROADCASTING. It will be a valuable addition to our SPEAKER'S PORTFOLIO. May we have your manuscript by September 37

The speech should be about 2900 words in length—to fill about a half hour. The audience would probably be laymen—PTA groups and civic organizations.

Any complimentary remarks about the role of the commercial station in public service broadcasting that you wish to include would be fine.

Sincerely,

Marion Corwell, Manager Educational Television

MC:da

CC: Harold Hill Betty McKenzie

Mark my by so

INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

RADIO AND TELEVISION SERVICE DEPARTMENT OF RADIO AND TELEVISION RADIO BUILDING

August 6, 1962

Miss Marion Corwell, Manager Educational Television Henry Ford Museum and Greenfield Village Dearborn, Michigan

Dear Marion:

Me and my big mouth!

Fut me down for the speech on "Teamwork in Public Service Broadcasting." Two questions, however, before I get into this. First, how long should it be? Second, who is the assumed audience for the speech?

I take it that I am not prohibited from making a few complimentary remarks about the role of the commercial station in public service broadcasting if that sort of fits in.

Best regards.

Sincerelv

Elmer G. Sulzer, Director Radio and Television Communications

EGS:drp

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS





Miss Marion Corwell, Manager Educational Television Henry Ford Museum and Greenfield Village Dearborn, Michigan

Dear Marion:

Thanks for your letter of August 3. By the time you get this you probably will be back from Lake Huron. I hope you had a wonderful time.

No I didn't receive, so far, any response at all from my printed request for speeches. I suspect we won't get any since people have had plenty of time to react if they were going to. Actually I didn't have very high hopes of our getting anything, but thought there was a slight possibility that someone might know of just the right speech to cover one of the topics.

The little note in the <u>Newsletter</u> asking people whether they would use the PR Kit and Speaker's <u>Guide</u> is having somewhat different response. Since this was in the August <u>Newsletter</u>, and people have barely had time to read it and reply, it seems that there is a real need for this kind of thing because we already have a number of requests for it.

I hope your letter to Hank Mamet nets the other items for the kit.

Now I just hope you can have them ready for convention time.

Best,

(Mrs.) Betty McKensie Publications Editor

BMCK/mp

August 23, 1962

Mr. Henry Manet, Executive Director Broadcasting Commission Chicago Board of Rabbis 72 E. 11th Street, Suite 500 Chicago, Illinois

Dear Henry:

Thank you for your letter and the accompanying material. You made some fine suggestions and they will be a valuable contribution to the PR Kit. Maturally, I had hoped you would put everything in order as it will or should Bepear in the Kit, but certainly understand your limitations of time with the demands of a full-time job. I face the same problem, and it is indeed frustrating at times.

I did what I could on the Kit and forwarded the total thinking to Betty McKenzie, under whose capable supervision the Kit will be executed. I hope we can have it ready by Convention time.

I am enclosing the items which I did not forward to Betty. She will return the Workshop outline, as well as the communication from Dave Birt to you as seen as she has completed working with them. I am keeping the speech you sent that Schwarzwalder delivered for possible inclusion in the Speaker's Portfelio.

Thank you ever so much for all of your efforts toward the successful completion of the PR Kit. This is a worthy project and I feel certain the HAZB membership will appreciate the opportunity to receive the Kits.

Sincerely,

Marion Gorwell, Manager Educational Television

MG:lc cc: Harold Hill Betty McKenzie

August 23, 1962

Mr. Henry Mamet, Executive Director Broadcasting Commission Chicago Board of Rabbis 72 E. 11th Street, Suite 500 Chicago. Illinois

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Thank you ever so much for all of your efforts toward the successful completion of the PR Kit. This is a worthy project and I feel certain the MAEB membership will appreciate the opportunity to receive the Kits.

Sincerely,

Marien Corwell, Manager Educational Television

MG:lc
cc: Harold Hill
Betty McKenzie

Mr. Elmer G. Sulzer, Director Radio and Television Communications Indiana University Bloomington, Indiana

Dear Bromo:

Sorry to disappoint you but I em afraid that while I em "willing" to undertake the chore of preparing news releases to local papers of members of various NAEB committees, it doesn't seem to me wise to do this right now. Why don't we wait until the new committee members are appointed in January and then send these out for all committee members including the old ones? Since some of the papers to whom these should go have received a Newsletter in which the committee members were listed, it might be gilding the lily to issue "news" releases now. I do think the idea is a good one and will follow through on it with the new year unless otherwise directed.

I also think the idea of Marion's of printing in the <u>Newsletter</u> feature articles defining the duties and function of <u>NAEB</u> committees is a good one and will see what I can do in this regard.

Regarding the Speaker's Guide, this too seems like a fine suggestion but the go-ahead on this will have to come from Harold because, as you gather, this one would cost money.

Thank you for the compliment on my work.

Best regards,

(Mrs.) Betty McKerzie Publications Editor

BMC/dp

oc: Miss Marion Corwell Mr. Harold E. Hill Mr. Elmer G. Sulser, Director Radio and Television Communications Indiana University Elecanington, Indiana

Dear Brome :

Thank you very much for your nice letter of July 31.

I'm pleased that the art work was finally published and hope it might meet with good response.

I also appreciated your offer to help and wonder if you would be willing to submit a speech for our SPEAKER'S PORTFOLIO on either "The Unique Role of the Educational Broadcast Station" or "Teamwork in Public Service Broadcasting". Those were both titles suggested by you and I think they would be excellent additions to our PORTFOLIO (you notice I changed the name from GUIDE to PORTFOLIO so we would not be copying the HAB exactly).

The art work for both the PR Kit and the PORTFOLIO has been accepted by Harold Hill and we hope to have these two items ready before or by the national convention in October.

May I hear from you soon?

Sincerely,

MC tda

Marion Corwell, Manager Educational Television

co: Harold Hill

INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

RADIO AND TELEVISION SERVICE DEPARTMENT OF RADIO AND TELEVISION

RADIO BUILDING July 31, 1962

Miss Marion Corwell, Manager Educational Television Henry Ford Museum and Greenfield Village Dearborn, Michigan

Dear Marion:

My heartiest congratulations on your article that finally appeared in the JOURNAL. While I enjoyed it in manuscript, it looked even better in print.

Just let's hope our membership takes P.R. seriously. Anything I can do to help the committee?

Sincerely yours.

Elmer G. Sulzer, Director Radio and Television Com-

munications

EGS: VZ Enc.

August 23, 1962

Mr. Henry Mauet, Executive Director Broadcasting Germission Chicago Board of Rabbis 72 E. 11th Street, Suite 500 Chicago, Illinois

Dear Henry:

Thank you for your letter and the accompanying material. You made some fine suggestions and they will be a valuable contribution to the PR Kit. Naturally, I had hoped you would put everything in order as it will or should appear in the Kit, but certainly understand your limitations of time with the demands of a full-time job. I face the same problem, and it is indeed frustrating at times.

I did what I could on the Kit and forwarded the total thinking to Betty McKenzie, under whose capable supervision the Kit will be executed. I hope we can have it ready by Convention time.

I am enclosing the items which I did not forward to Betty. She will return the Workshop outline, as well as the communication from Dave Eirt to you as soon as she has completed working with them. I am keeping the speech you sent that Schwarzwalder delivered for possible inclusion in the Speaker's Portfolio.

Thank you ever so much for all of your efforts toward the successful completion of the PR Kit. This is a worthy project and I feel certain the NAEB membership will appreciate the opportunity to receive the Kits.

Sincerely,

Marion Corwell, Manager Educational Television

MC:lc cc: Harold Hill Betty McKenzie Mrs. Betty McKenzie 119 Gregory Hall Urbana, Illinois

Dear Bettis:

The material prepared by Henry Mamet for the PR Kit arrived this week and, frankly, I was disappointed. My'idea of the kit is to provide succinct helps for even a novice to refer to and use as guides in preparing releases and publicizing his station, as well as the MARB. I cannot see the value of using bulky materials available to the membership at any time, upon request. If you think the idea has merit, we GAN include a listing of printed materials available for the asking from headquarters; if not, we can emit it.

Actually, Henry provided very few of the items essential to the kit, although he made some good suggestions which we can incorporate. As a statement of purpose for the PR committee, which I think should be included in the kit, I don't think we should use the paragraph expressing this issued from headquarters because it is too vague. I suggest using the statement I outlined in my letter to Harold dated August 6 (carbon to you), paragraph 3. Henry provides an excellent summation in his final sentence of paragraph 3. This could be added to my statements.

I am enclosing Henry's letter so you can refer to it and use any of his suggestions which are adaptable.

In Item 5 of my suggestions for the PR Kit's contents (see enclosed Ammual Report), perhaps it would be better to just devote one page to what makes news - the who? what? why? where? questions that should always be answered in the first paragraph, how to develop timely news items, etc. . rather than suggesting how stations can report to national. Henry's observation is plausible. . . It's possible national would not be equipped to originate items for stations. I do think, though, it would be helpful to include a sample news release so the form (double spaced - originator's address, date of release, etc. . .) can be followed. Some of the low budget stations don't have full time PR people and I'm sure this would be of help. I think we should also include the paragraph on the top of p. 2 of my letter to Harold and suggest stations incorporate it in the final paragraph of their releases. Use any of Henry's suggestions (p. 3 of his letter) that fit in.

Hrs. Betty McKensie Page 2

Since Henry didn't offer any help on Item 11 of my suggested list of things to include, this can be omitted, unless you have a listing which could be used. However, it would be easy to adapt Dave Birt's material (enclosed) and it might be helpful to the stations to have this to refer to the event they don't have an established speakers' bureau and tour program.

In addition to the eleven items I listed in my report, I think we should add a copy of a brief history of the organization. The enclosed copy can be reproduced. . . I think it covers the subject well. (Please return - it is the only copy I have and I refer to it often.)

I also think we should enclose a TV ID slide for use in station breaks, with accompanying copy, as well as copy for radio promos. I am enclosing suggested copy. As I wrote Harold, U. of D. is willing to make the slides as soon as we receive the go ahead from NAEB headquarters. Whether or not we can afford to invest in the slides, I think we should include the copy for stations to use if they wish.

I think we should include a copy of each of our small brochures for acquainting new members to the organization, as well as the PR Guide that Elmer Sulzer wrote.

As to a definition of PR, publicity, and advertising - we can omit that, although I think it would be helpful to have it succinctly stated.

If headquarters is interested in the survey questions (I should think they would be), they might be willing to list a few pertinent questions, which could be included. If not, we can omit that item.

The item Henry supplied explaining how to set up Community Workshops could be included. . . under the heading of ETV Community Workshops. Do as you think best on this.

I am sending all this to you in the hope that production of the Kit can be expedited. I am leaving on vacation and don't want it stalemated while I'm gone. You would have to execute the final production anyway and will do your usual excellent job, I know. I think the different items in the Kit should be on different colors of paper, if possible, with the items identified by number and title in the upper right hand corner, for easy reference. If you think of anything that should be included that I have failed to mention, feel free to add it.

Mrs. Betty McKensie Page 3

I am returning the bulky items to Henry that he included in his letter, since they are duplicates of the things you mailed me earlier and I don't think they should be included in the Kit.

I surely hope I haven't overwhalmed you. . . If you need any more help from me on this, I'll be back September 5.

All the best,

Marion Corwell, Manager Educational Television

P. S. I'll have the Speaker's Kits ready very soon.

MG:le

cc: Harold Hill

Mr. Floyde E. Brooker Executive Director Michigan Association of Osteopathic Physicians and Surgeons, Inc. 33100 Freedom Road Farmington, Michigan

Dear Floyde:

We are finalizing our plans for the MAEB SPEAKERS PORTFOLIO and would like very much to include your fine remarks before the Citizens Committee for Educational Television in Lansing last Spring.

We had hoped to receive them, as you promised, by August 1. Could you possibly send them soon so that they may be included in the PORTFOLIO?

Sincerely,

MC:da co: Betty NcKenzie Harold Hill Marion Corwell, Manager Educational Television

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



URBANA, ILLINOIS

September 6, 1962

Mr. Harold Hill NAEB - Washington

Dear Harold,

Regarding the PR kits and speaker's guides, you know there was a note in the August <u>Newsletter</u> asking readers how many of each they would use. This was done, as you probably recall, in order to get some idea of how many we should have done--and whether we can afford to have the covers printed.

Dotty tells me we are still getting letters in reply-but so far the totals are: PR kit - 290; speaker's guide - 98. These figures include several large "orders." 41 people wrote about the PR kit--and 5 of these asked for a total of 202, while the other 36 asked for a total of 88. 35 people wrote about the speaker's guide--and 1 asked for 20. So I suppose we'll have to set some kind of limit.

Dick says we can have the printed covers for about a nickel apiece—and I think we ought to do them. If we print 500 of each, this would cost us \$50. All of the inside matter can be mimeographed. (According to the figures, perhaps we only need about 200 speaker's guides.)

What do you think? As soon as I get the go-ahead from you, I'll start having them printed...and then, if we can get the insides done, perhaps they'll be ready to announce at the convention. I don't, however, think they should be distributed there, as I think there's a better chance of them being used if they're mailed to the member direct.

Marion has put in a lot of thought and effort on these, and I hope they will look good and be distributed in such a manner that they'll be used as intended. (Here I'm twisting your arm to try to get you to let us have the covers printed. At least I'm not devious about it!)

Harold - Though this is true the Best,

PR bit so far has idea Telly

mostly - not too many realimostly - not too many realities; so its going to take Bmck

cc: Marion Corwell a lot of time + effort still - as

you alreadoffices at 59 East Armory, Champaign, Illinois

September 19, 1962

Miss Marion E. Corwell Manager, Educational TV Henry Ford Museum Greenfield Village Dearborn, Michigan

Dear Marion:

Your letter and the speeches for the Speaker's Portfolio arrived yesterday safely...which I wanted to let you know, though I haven't yet had time to go over it carefully.

Right now, it looks as though I will not have an opportunity to get the stuff finished before the convention. However, I'm hoping to get the covers printed before them...and we can amounce the fact that the insides are in preparation and that they should be on the lookout for them shortly. I'll take a couple of covers along so we can show them what they look like. This shouldn't hurt anything too much, since we didn't plan to actually distribute them at the convention anyway.

Harold called the other day about this, and a summary of our conversation is that we'll have dovers printed for each. We'll send one free copy to each institutional member; for extras they'll have to pay 25¢ each. This is too bad—that we have to charge, in a way—but the economic facts of life are that this is the only way we can possibly hope to recover all costs except the \$100 the Board authorized us to spend.

And thanks for the copy of your announcement of your committee meeting on Sunday evening. I do hope to attend, unless something orgurs to prevent it. See you then.

Cordially,

(Mrs.) Betty McKenzie Publications Editor

BMCK/mp

ec: Mr. Harold E. Hill

Mrs. Betty McKenzie Publications Editor NAEB 119 Gregory Hall Urbana, Illinois

Dear Betty:

I hope by now you have received the go-ahead from Harold to have the folders printed for our PR KIT and SPEAKERS' PORTFOLIO.

In the hope that I would hear from three individuals who promised speeches many months ago, I have held up the materials; however, after considerable prodding I have not received the speeches from Lee Dreyfus, John Barson, and Floyde Brooker, so am forwarding the speeches I do have. I want to allow you and your people time to accomplish the mimeographing and assembling of the PORTFOLIO---an exhaustive and time-consuming job.

I did write another note to Floyde Brooker, who promised to supply his remarks by August 1, (carbon enclosed) and if he forwards the material soon, I'll send it on to you immediately. It will be fairly brief since it was just an analogy comparing ETV's growth with the growth of the automotive industry. I thought it was quite clever and should be in the materials for possible use by one of our MAEB speakers.

Along with the speeches, I am enclosing a rather lengthy one Bill Harley used in 1960. I selected it rather than Scornia's farewell address because it gives an excellent survey of the growth of the ETV movement and the facts can be referred to by anyone preparing an address on this subject. I have made a copy of Scornia's address and will also enclose it in case you would like to include it too.

As you well know, I would like to have included a broader range of subjects, but we certainly tried, didn't we? I think the speeches we have will be an excellent beginning, and the quotations will be most helpful to speech writers. This will give the recipients a departure point and a convenient place to accumulate materials for speeches they prepare in the future. We should also provide an up-to-date fact sheet giving the latest information about the NAEB. Perhaps the new publication you prepared this summer could supply that material; if not, a brief mimeographed sheet would be fine.

Page 2

Mrs. Betty McKenzie

I made my suggestions for the format of each speech in a previous letter. In addition to the speeches, I think a brief message from the NAEB president should be included explaining that the PORTFOLIO was prepared by the public relations committee as a member service to serve as an aid in preparing speeches, etc..... In the explanation we might add that some of the speeches are a bit dated and the information will have to continue to be up-dated to remain accurate.

I am enclosing, too, a directory which Elmer Suzler sent for our possible use. To prepare a booklet like this for available MAEB speakers would be a tremendous job...I could supply possibilities from Detroit and other cities in Michigan but certainly lack the information about the entire U.S. If you know of speakers across the States and would like to prepare a list, by States, feel free. But I doubt if it would have enough use to warrant the time invested in its preparation.

I'm anxious to see how both the PR KIT and SPEAKERS' PORTFOLIO look with all the materials in them. They are certainly a valuable member service and I hope the members' response will justify the many hours we have spent preparing them. We are certainly grateful for your time and effort, Betty. Weither the KIT nor the PORTFOLIO would be possible without your skills.

With all good wishes,

Marion Corwell, Hanager Educational Television

MC:da

cc: Harold Hill

Mrs. Betty McKenzie National Association of Educational Broadcasters 119 Gregory Hall Drbana, Illinois

Dear Betty:

Thank you for your letter of September 19.

I would like to show the covers at our PR Committee meeting and also at the convention as part of my report. Would that be agreeable with you?

I should think you could charge \$1.00 for the KITS without straining anyone unduly. Twenty-five cents is certainly reasonable enough.

See you soon ...

Sincerely.

Marion Corvell, Manager Educational Television

P.S. What should we discuss at our meeting?

MC:da

ee: Harold Hill

September 11, 1962

Dear Miss Corwell:

This is to confirm the time set aside for the meeting of the Public Relations Committee during the Philadelphia Convention. I will be happy to reserve a room for this meeting for 7 p.m., Sunday, October 21.

I am not able at this time to give you the room number. However, it will be listed in the final Convention Program and you might tell your Committee members to check there for the place of the meeting.

Sincerely,

Anne Taylor

Convention Secretary

Mrs. Betty McKenzie Publications Editor NAEB 119 Gregory Hall Urbana, Illinois

Dear Betty:

I hope by now you have received the go-ahead from Harold to have the folders printed for our PR KIT and SPEAKERS' PORTFOLIO.

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With all good wishes,

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MG:da

cc: Harold Hill

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See you soon...

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P.S. What should we discuss at our meeting?

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Marion Corwell, Manager Educational Television

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ce: Harold Hill

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



URBANA, ILLINOIS

September 19, 1962

Miss Marion E. Corwell Manager, Educational TV Henry Ford Museum Greenfield Village Dearborn, Michigan

Dear Marion:

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And thanks for the copy of your announcement of your committee meeting on Sunday evening. I do hope to attend, unless something occurs to prevent it. See you then.

Cordially,

(Mrs.) Betty McKenzie Publications Editor

BMCK/mp

cc: Mr. Harold E. Hill

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE OFFICE OF EDUCATION

WASHINGTON 25. D. C.

September 21, 1962

Miss Marian Corwell, Chairman NAEB Public Relations Committee Henry Ford Museum and Greenfield Village Dearborn, Michigan

Dear Marian:

As best I can predict at this early date, I can be on hand for your Public Relations Committee meeting in Philadelphia on Sunday evening, October 21 at 7 o'clock.

In my present rush to get ready for an assignment in the Middle West I can't seem to come up with one single suggestion for "filler" material. When I simmer down a bit perhaps I can put my mind to work on something that will be helpful. At least I will try.

Sincerely yours,

(Mrs.) Gertrude G. Broderick Educational Media Specialist September 12, 1962

Mr. Moyde E. Brooker Executive Director Michigan Association of Osteopathic Physicians and Surgeons, Inc. 33100 Freedom Road Farmington, Michigan

Dear Floyde:

We are finalizing our plans for the MAES SPEAKERS PORTFOLIO and would like very much to include your fine remarks before the Citizens Committee for Educational Television in Lansing last Spring.

We had hoped to receive them, as you promised, by August 1. Could you possibly send them soon so that they may be included in the PORTFOLIO?

Sincerely,

MC:da co: Betty McKensie Harold Hill Marion Corwell, Manager Educational Television

(A Divisional Society of the American Osteopathic Association)

33100 Freedom Road Farmington, Michigan

June 28, 1962

Marion Corwell Henry Ford Museum Educational Television Office Dearborn, Michigan

Dear Marion:

Thank you for your note of June 21.

I have made a notation on my calendar of August 1st deadline and will endeavor to follow through. My secretary, Joanne Hill, will also assist in this dogging.

In the meantime, thank you for your kind comments relative to my presentation in Lansing.

Cordially,

Flayde E. Bresker The Short

Executive Director

FEB:jh

TO: MEMBERS OF NAEB PUBLIC RELATIONS COMMITTEE

SUBJECTS: COMMITTEE MEETING; COMMITTEE ASSIGNMENT

The NAEB Public Relations Committee will meet on Sunday evening, October 21, at 7:00 P.M., at the Benjamin Franklin Hotel, Philadelphia, Pennsylvania. This will be our first opportunity to discuss NAEB PR problems and for some of us, our first fact-to-face meeting. I'm looking forward to a constructive exchange of ideas which will result in some concrete recommendations to the NAEB Board. Exact room for our meeting has not yet been designated; check at the NAEB registration desk for information on the twenty-first.

In the meantime, recommendations for NAEB Public Relations which came out of the Airlie House Seminar held this summer in Warrenton, Virginia, included an assignment for our Committee which should be in the mail early in October. It is the preparation of a one-page sheet suitable for mailing to selected newspapers throughout the United States listing items describing the nature and services of the NAEB which would be suitable for "filler" material. Would you please list several brief items which you feel would make good filler material and thus help to spread the good word about our organization? Deadline is September 28.

I'll look forward to seeing you all on the twenty-first. Meantime,

All the best,

Marion Corwell, Chairman NAEB Public Relations Committee

cc: Harold Hill Betty McKenzie Memo from the desk of: BETTY McKENZIE NAEB Publication Editor

10/1/62

Dear Marion:

Thanks for your letter of September 28.

Yes, it's certainly fine with me if you show the covers at the convention as part of your report. I just hope nothing happens so that we don't have them by then...but the printerseems optimistic.

They should be very pretty...one will be black on red, and the other one red on gray.

In order to be able to afford the price for a good-looking cover, we willhave to mimeograph the insides. I had hoped we might be able to multilith it—but we can't. In fact, in order to be able to afford it, someone is going to have to grind them out on our own mimeo machine in Washington—probably me, since I'll be there for a day or two before and after the convention!

As far as what should be discussed at the PR committee meeting, I would suggest that you use the Madison seminar recommendations in the PR area as a departure point—and figure out what we can do that hasn't been done, and how, etc.

See you soon -

Belly

TO: MEMBERS OF NAEB PUBLIC RELATIONS COMMITTEE

SUBJECTS: COMMITTEE MEETING; COMMITTEE ASSIGNMENT

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I'll look forward to seeing you all on the twenty-first. Meantime,

All the best,

Marion Corwell, Chairman NAEB Public Relations Committee

cc: Harold Hill Betty McKenzie FROM: National Association of Educational Broadcasters 1346 Connecticut Avenue, N. W.

Washington 6, D. C. Phone: 667-6000

FOR USE: Now through October 26, 1962

SUGGESTED ID

TIME: :10

WORDS: 23

NAEB AUDIO: A 1

VIDEO: NAEB SLIDE #1

A salute to the National Association of Educational Broadcasters.

Like this station, their forthcoming Philadelphia Convention is dedicated to THE BEST IN BROADCASTING.

###

Note: The 37th Annual Convention of the National Association of Educational Broadcasters is being held October 23 - 26 at the Ben Franklin Hotel, Philadelphia.

October 2, 1962

Mr. Harold Hill Vice President, NAEB Suite 1119 DuPont Gircle Office Building 1346 Comnecticut Ave., H.W. Washington 6, D. C.

Dear Harold:

Thank you for your letter of September 20 informing me that I have been nominated to serve on the NAEB Board of Directors.

I feel that I must decline to this position since I am changing positions and expect to be extremely busy during the next few months.

I am looking forward to seeing you in Philadelphia.

Cordially.

MC:da

Marion Corwell, Manager Educational Television

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE VICE PRESIDENT



Suite 1119 1346 Connecticut Avenue, N. W. Washington 6, D. C.

September 20, 1962

Miss Marion E. Corwell Manager, Educational TV Henry Ford Museum Greenfield Village Dearborn, Michigan

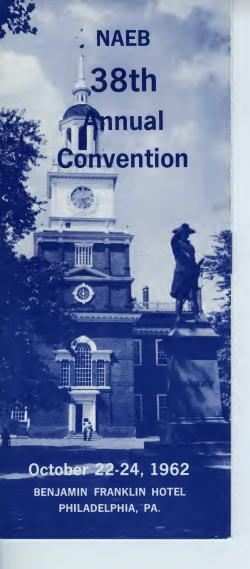
Dear Marion:

It is a pleasure to inform you that you have been nominated to serve on the NAEB Board of Directors for the two year term, January 1, 1963 - December 31, 1964, as the Director representing Individual members.

If you do not care to run for this position, please advise me within five days so that your name may be withdrawn from the ballot. This will avoid later confusion or embarrassment.

Harold E. Hill Vice President

HEH/mlm



PARTIAL LIST OF EXHIBITORS:

Adler Electronics, Inc.
American Bible Society

American Telephone and Telegraph Company

Ampex Corporation

Conrac Division

Federal Communications Commission

Gates Radio Company

Heath de Rochemont

General Electric Company

ITA Electronics & EMI/US

Jerrold Electronic Corporation

MachTronics, Inc.

Minnesota Mining and Manufacturing Company

RCA Educational Services

Raytheon Company

Sarkes-Tarzian, Inc.

Tele-Measurements, Inc.

Telesystems Services Corporation

Thompson Ramo Wooldridge—Dage Division

Zenith Sales Corporation



Registration Opens Sunday, Oct. 21, 2:00 p.n and continues through Wednesday

Sunday, October 21

NAEB Board Meeting

NAEB Committee Meetings

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 Connecticut Avenue Washington 6, D. C.

NAEB

The NAEB Placement Service will maintain an office during the convention for the benefit of individual and institutional members desiring to discuss job opportunities and review credentials of applicants.

"THE CITY OF BROTHERLY LOVE"

Cordially Invites

EVERY NAEBer' TO ATTEND THE 38th NAEB CONVENTION

Monday, October 22 - Wednesday, October 24, 1962

Benjamin Franklin Hotel-Convention Headquarters

Chestnut Street at Ninth, Philadelphia, Pennsylvania

BETTER EDUCATION THROUGH BETTER COMMUNICATIONS

puts the focus on the lastest educational broadcasting developments:

Morning	Monday the 22nd	Tuesday the 23rd	Wednesday the 24th
	Exhibits Open	Exhibits Open Committee Meetings	Exhibits Open CONCURRENT SESSIONS:
	"Get Acquainted Coffee Hour	CONCURRENT SESSIONS: Classroom Utilization of ITV	ETV Stations Production Centers and CCTV
	Business Session	Technical Engineering	Industrial Sessions
Noon	Regional Meetings	Luncheon	
Afternoon	CONCURRENT SESSIONS: ITV Distribution Systems Radio: Utilization, script writ- ing, audience, Eastern Region-	CONCURRENT SESSIONS: Training TV Teachers Associated Media Professional Broadcast Training	Federal Government and Educational Broadcasting
	Reception	Visit Exhibits	Reception
Evening	General Session	General Session	Banquet

Make Your Reservation Now By Returning The Enclosed Registration Card To NAEB Headquarters

Hotel reservations made directly with the Benjamin Franklin Hotel, flat rates for all rooms *NAEB non-members are most welcome to register and attend the convention.

Use the enclosed hotel reservation card.

Henry Ford Museum

EDUCATIONAL TELEVISION OFFICE

October 12, 1962

Dear Harold ...

Although I haven't heard anything from you about reports for the convention, I assume you'd like one, so I'm enclosing the PR report...Three copies.

I'm looking forward to seeing you in Philadelphia...You never did answer my letters about ID slides, etc....

As of Oct. 15, I'll be assuming a new position as Media Specialist for the Dearborn Public Schools, 5757 Neckel, Dearborn. New telephone number will be: LU 1-2018. (That's LUzoh).

See you soon...
Best...

MARION CORWELL LOGAN 1-1620

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

PUBLIC RELATIONS COMMITTEE REPORT

NAEB Convention, October 22-25, 1962 Ben Franklin Hotel, Philadelphia, Pennsylvania

Recently, I heard Public Relations described as, "Putting your best foot forward and hoping the other one looks just as good!" During the past year, the NAEB Public Relations Committee has put its best collective foot forward with several positive results.

In many respects, this past year has been a very frustrating one. To be responsible for the over-all public relations of an organization as large as the NAEB is a full-time job--and to make progress, with committee members spread all over the United States--all of whom have demanding positions--is indeed a challenge. In reporting the committee's accomplishments this year, we are keenly aware of the much larger job of public relations which should be devised and implemented when the organization's budget permits.

As a departure point, the committee studied the recommendations of the NAEB Seminar held at the University of Wisconsin last year, as well as the Airlie House Seminar which convened in Warrenton, Virginia, in June. The committee has implemented many of the suggestions made at these seminars and plans to persue all recommendations which are feasible.

Two projects which were inaugurated by last year's Public Relations Committee were executed this year: A SFEAKERS' PORTFOLIO and PUBLIC RELATIONS KIT. The SPEAKERS' PORTFOLIO contains manuscripts of lectures on a variety of subjects pertaining to educational broadcasting and will allow users to speak on a number of subjects with a minimum of effort.

The PUBLIC RELATIONS KIT includes a complete guide for promoting a station's operation, with samples and suggestions for the use of the station's promotion manager.

Both the PR KIT and SPEAKERS' PORTFOLIO will be offered as a member service upon request. The covers have been printed and the materials are ready to be reproduced in quantity. These two items should prove to be a valuable member service.

STATEMENT OF PURPOSE

A statement of purpose for the Public Relations Committee was prepared, in accordance with the recommendations of the Airlie House Seminar.

DESCRIPTIVE PARAGRAPH

In addition, a paragraph describing the nature of the NAEB was written with the hope that it might be included at the end of every news release transmitted by NAEB Stations, along with the statement that the station is an active member of the NAEB. The statement will be available in the PR KIT.

STATION BREAKS

The committee prepared copy for station breaks for use on both radio and television. The committee requested permission from national headquarters to design and procure appropriate slides to accompany copy for television, but to date no reply has been received. Copy for station breaks was general, as well as specifically promoting this 38th Annual Convention.

WELCOME LETTER

Two members of the Public Relations Committee-Gertrude Broderick and Jack Summerfield--worked with Lou Rhodes on a revision of the welcome letter sent to all new individual members.

FAMILY LIVING SPOTS

At the request of Headquarters, the committee prepared suggested copy for a one-minute spot to be presented on one of NBC's FAMILY LIVING programs. The committee recommended scheduling the spot in October to include a mention of NAEB's 38th annual convention in the salute to the organization. This project was completed in April.

REVISION OF PROMOTION BOOKLET

At the request of Headquarters, committee members submitted recommendations for revision of the booklet designed to interest prospective institutional members to the NAEB. This book has been completed.

NAEB EXHIBIT AT CONFERENCES

Attempts have been made to supply a manned NAEB exhibit at PTA Conferences, AEJ Convention, NEA Meetings, and the Association for Childhood Education International.

RECOMMENDATION

The committee supports the recommendation of the Airlie House Seminar that a Publicity Committee be formed, with the chairman serving as vice chariman of the Public Relations Committee, and vice versa. This arrangement would serve as a cohesive force in the functioning of these committees; the added manpower would make it possible for assignments to be carried out which have heretofore been impossible. Publicity does the communicating for an organization and this is a vital area which should not be neglected in future NAEB planning.

APPRECIATION

I'd like to thank the members of the Public Relations Committee for their fine cooperation, and to express my sincere appreciation to Betty McKenzie for her interest and help throughout the year.

Respectfully submitted by,

Marion Corwell Chairman

COMMITTEE MEMBERS

Thomas J. Aylward Gertrude G. Broderick Lillian Brown Frances Butler Lawrence Creshkoff Harold A. Engel Roy Flynn Henry H. Mamet Robert L. Montgomery Jack D. Summerfield August 3, 1962

Mr. Henry H. Mamet, Executive Director Breadcasting Commission Chicago Board of Rabbis 72 E. 11th Street, Suite 500 Chicago, Illinois

Dear Henry:

Enclosed is a copy of my annual Public Relations Committee report. You will notice on page 2 the discussion of our proposed Public Relations Kit. Harold Hill and others at headquarters have approved the art work for the Kit and I would like to have the contents ready this month so that copies in quantity can be prepared for the HAEB membership.

Since your first attempt to supply these materials went astray would you prepare another using the cutline I have suggested in the report? A number of these items could be supplied by NAUB memberodap stations which are strong in publicity. For example, Alabama seems to have good PR and Michigan State has originated a number of releases recently. I think that in addition to the items I have listed in the report a brief statement of the purpose of the NAEB should be included with the suggestion that it be used as the final paragraph of any news release prepared by a NAEB member station. The paragraph follows:

The National Association of Educational Broadcasters is a professional and trade association dedicated to developing the art of educational broadcasting in all its aspects, upgrading the standards of the profession, and distributing broadcast materials produced and used by members throughout the country.

If you would like assistance with the brief explanation of public relations, publicity, and advertising, (item 2) I would be happy to help you with it. If you feel any of the items in this outline are impossible to supply let me know and we can substitute or I might be able to supply some of the material. I would like to complete this project before the fall rush of activities begins to insure its availability by October 23 or before.

Sincerely,

Marion Corwell, Manager Educational Television Hr. Elmer G. Sulser, Director Radio and Television Communications Indiana University Elecwington, Indiana

Dear Bromo:

Thank you very much for your nice letter of July 31.
I'm pleased that the art' was finally published and hope it might meet with good response.

I also appreciated your offer to help and wonder if you would be willing to submit a speech for our SPEAKER'S PORTFOLIO on either "The Unique Rele of the Educational Breadcast Station" or "Teamwork in Public Service Breadcasting". These were both titles suggested by you and I think they would be excellent additions to our PORTFOLIO (you notice I changed the name from GUIDE to PORTFOLIO so we would not be copying the HAB exactly).

The art work for both the PR Kit and the PORTFOLIO has been accepted by Harold Hill and we hope to have these two items ready before or by the national convention in October.

May I hear from you soon?

Sincerely,

MC tda

Marion Corvell, Manager Educational Television

cer Harold Hill

Memo from the desk of: BETTY McKENZIE NAEB Publication Editor X1, 11,8,62

11/2/62

Dear Marion,

Sure was good to see you again, even if we didn't get a chance to get that drink, ever.

Here's one of the first ones. When we'll ever get the rest of them ready to be mailed, I don't know...but we'll do so soon as possible. I'm quite pleased with this, but do have some misgivings about the PR kit. It could have been so much better than it's going to be that I'm a little ashamed of it...but certainly neither you nor I could take the time to do the whole thing alone; so we'll send out what we have and let the chips fall.

Dotty Templeton, whom you may have met in Philadelphia, and who is from our staff here, went in to the office Sat. and Sun. in Washington, right after we got back from Phila., and ran the rest of these off on their me mimeo machine, poor gal. And Butch, Harold Hill's 14-year-old sun, went with her Sun. and helped pack the results in her station wagon so we could bring it all back here. I should've been in there helping, but had developed a heck of a cold right at the end of the convention, and really didn't feel much like anything. So I'm afraid I let Dotty do all the work those days...

Hope all is well with you and your new job, and hope to see you again sometime soon...

Setty

Memo from the desk of: BETTY McKENZIE NAEB Publication Editor

11/14/62

To Marion Corwell

Dear Marion:

Would it be possible for you to find out whether or not we can get free space for our exhibit at the convention in Philadelphia in May of the American Women in Radio and TV?

0xx

Latestm on the PR kits and speaker's portfolios: The latter are all fixed and ready to go to those who wrote for them in reply to the note in the NL; the former we're still working on assembling, and I'll send you one in the next day or so.

Best,

DEARBORN PUBLIC SCHOOLS

5757 NECKEL, DEARBORN, MICHIGAN LU. 1-3018

November 30, 1962

School Relations

RUSSEL D. CATHERMAN, STAFF DIRECTOR

Mrs. Betty McKensie NABB Publications Editor 119 Greatry Mall Urban, Illinois

Dear Betty:

The PR KIT arrived today and I'm certainly pleased with the fine job you did. Please extend my thanks to all of the staff members who assisted up in the project. You're wonderful!

I hope our members find it useful ... I'll be interested in any comments you receive---good or bad. There may be criticism but at least we have concrete evidence of our accomplishments this year and that's more than some committees can say. Right?

we should have some word soon from AURT about exhibit space at the rational convention in May. I have never known of free space to be grant of but I passed your request on to our national president, Martha Grane, and expect to hear from her within a few days.

Dear me, I hope I didn't offend Frances Butler. That's the trouble with committees being appointed in January and meetings held in October. .. My remarks should have been made at the beginning of the term, instead of the end! Oh, well, as my dad mays. "Do your best and leave the rest!" Your answer was masterful,

Now we can rest on our laurels for a while!

All the best.

Marion Corwell Associate Director

MC/sh ce: Harold Hill

MATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



URBANA, REPROS

Sovember 21, 1962

Ar. Now Figure Director of Public Relations Winthrop College Nuck Hill, South Campilla

Deas Boys

Thanks for account the new quotes at hg. Marion sent them on to me right away...but, as I said at the committee meeting in Philadelphia, I was going to finish the insides of those two kits before I left the East, if it killed ms. And I did, and it darmed near did:

Anyway, it won't be long before we will be revamping some of the materials, I appear, it which case I'll include your quetes. It's good to have the moon thus.

And my thanks, too, along with Marion's, for your support at the Philadelphia meeting.

Happy holidays:

Sincerely,

(Mrs.) Bet

Betty McKenzie
Publications Editor

bmck/ea

cc: Marion Corwell

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AMERICAN ASSOCIATION OF UNIVERSITY WOMEN

2401 VIRGINIA AVENUE, NW

WASHINGTON 7, D.C

November 19, 1962

Mrs. Betty McKenzie, Publications Editor National Association of Educational Broadcasters

119 Gregory Hall Urbana, Illinois

Dear Betty:

On receiving your note, I asked the General Director about the possibility of an NAEB exhibit at the AAUW convention. She told me that a long-standing policy of the Board of Directors stipulates that no outside exhibits be displayed at national conventions. I am sorry we cannot comply with your request.

As to the filler items, I consulted come people at the NAEB convention about the availability of all-channel receivers. I was referred to the Electronic Industries Association, which has since given me the attached information.

Also, I have been invited to a meeting about UHF problems which will take place tomorrow night. If I learn anything new, I'll let you know. As of this moment, it doesn't seem that there is enough specific information to use as the basis of a filler item.

Incidentally, I might add that I had not suggested any filler items in response to the initial request because all my news about NAEB comes to me through your own publications—the Journal and the Newsletter. It would seem like "carrying coals to Newcastle" to quote these items back to you. As to Miss Corwell's other requests, I did the best I could (for a mon-publicity person) with the radio spots and the brochure. It is unfortunate that some of us who were appointed to the committee do not have the skills required. If the nature of the assignments had been explained to us in advance, I am sure that we would gladly have made way for better qualified persons. Since my term expires next month, I see no point in resigning at this late date.

Our Publicity Assistant, Mary Boyette, gave me the enclosed material to send to you. She was pleased that you liked her notes in the General Director's letter.

In case you haven't seen it, I am also enclosing the latest AAUW Journal, which includes an article on ETV by David Stewart.

With best wishes,

Sincerely,

Frances E. Butler Staff Associate -Mass Media

FEB:cbe enclosures

Movember 21, 1962 Miss Frances E. Butler Staff Associate-Hass Media MILLA 2401 Virginia Avenue, N.W. Washington 7, D.C. Dear Frances: Thank you very much for checking into the possibility of an NAMB exhibit at the ANIM convention. I can certainly understand the position-but nevertheless always feel I should check to be sure. I also appreciate your sending along the various items you sent. Although the materials for the PR kit and speaker's portfolio have been duplicated and some of them assembled etc., I know that before long we will have to revise some of the things, and them your materials will come in handy. This is actually the very sort of thing we need, so there's no need for any apology on your part regarding lack of publicity skills etc. And, by the way, I'd appreciate your keeping the MAIN and me in mind if you get any ideas in the future regarding ways in which the NARB might cooperate with the AAUN (or any other similar organization) to mutual benefit ... whether you're serving on the public relations committee or not. Thanks again. Sincerely, (Mrs.) Betty McKenzie Publications Miltor hack/ea

Memo from the desk of: BETTY McKENZIE NAEB Publication Editor

11/21/62

Dear Marion:

Thanks for sending along Roy's quotes. I'm afraid the old ones have all been run and cut and some of them stuffed into the folders—a job I don't care to repeat for some time! However, I'm putting these in a folder which I'll refer to when, as, and if we update the Portfolio...or run out of mimeo'd sheets of the old ones, etc.

I also got the enclosed yesterday. I thought you'd enjoy same.

She, too, sent along some materials that would have been quite helpful had we had them earlier.

Happy Thanksgiving ...

Rest

November 19, 1962

Mrs. Betty McKenzie N.A.E.B. Publications Editor 119 Gregory Hall Urbana, Illinois

Dear Betty,

Enclosed are the quotes Roy Flynn promised. It may be too late to get them in but I am forwarding them in case you can use them.

All the best,

Marion Corwell Associate Director

MC/hjk

Enclosure

November 19, 1962

Mr. Roy Flynn Director of Public Relations Winthrop College Rock Hill, South Carolina

Dear Roy,

Thank you very much for the list of quotes for the public relations kit. I shall forward them on to Betty McKenzie immediately and hope she can include them.

I enjoyed seeing you in Philadelphia and appreciated your support at the public relations committee meeting. I have heard no more from the representative from Indianapolis and don't expect any further communication from him. That was a weird one!

My new address is School Relations, Dearborn Public Schools, 5757 Neckel Avenue, Dearborn, Michigan. I am enjoying my association with the Dearborn Public Schools very much.

Sincerely,

Marion Corwell Associate Director

MC/hjk

CC: Betty McKenzie

WINTHROP COLLEGE

THE SOUTH CAROLINA COLLEGE FOR WOMEN . ROCK HILL

OFFICE OF PUBLIC RELATIONS

November 7, 1962

Miss Marion Corwell, Chairman Public Relations Committee Henry Ford Museum and Greenfield Village Dearborn, Michigan

Dear Marion:

Enclosed are some additional quotes for the public relations kit. If we had more time and index to subject matter of the quotes it would certainly be helpful. However, I think these will still be of some value to people who have to make speeches and need quick documentation of ideas.

It was good to see you in Philadelphia. I think as Chairman of the Public Relations Committee you made some positive contributions to the NAEB program. Which is certainly more than past committees have done.

Best regards,

Roy Flynn

Director of Public Relations

RF: vd

Enclosures

Distribution

12/3/62

Harry Skornia, Chairman

A. H. Partridge

Burton Paulu

Loren Stone

Gordon Campbell

Camille Henderson

R. C. Norris

Jean Eicks John Wiggin

John Wiggin
Tohn Winnie

Harold Hill

Bob Underwood

Betty McKenzie

TO: MARB International Relations Committee

FROM: Bill Harley

RE: World Educational Broadcasting Assembly

The attached correspondence pretty well summarizes the situation.

After the convention, I went to New York for the banquet and final session of the REU Program Commission. I also had two meetings with Gillieron, Executive Director of REU. These conversations, and others with Rydbeck, President of REU, and certain REU delegates, plus conversations Paulu had, added up to a pretty megative situation of factors: European patriotism and power politics within the inner group, approhension that such a meeting would not retain the control of networks (as opposed to educationists, politicians, etc.), and antipathy toward the apparently non-professional promotional approach being employed in Europe in organizing WEBA.

Hark's Latin American proposal has merit, but here we would run into a project proposed by Fordham University and the Jesuit Fathers in holding an Inter-American Television Conference in the fall of 1963 is Mexico City. The Ford Foundation, I understand, has promised support. As soon as there is something definite to report on this, I'll pass it along.

I still feel the sponsorship of international conferences on educational uses of radio and TV is an appropriate and worthwhile activity for NAMB. We may well have to postpone, but let's preserve the idea and persist in pursuit of the purpose.

ENCLOSURES

THE ASSOCIATION



THE ASSOCIATION FOR SUPERVISION AND CURRICULUM DEVELOPMENT

A DEPARTMENT OF THE NATIONAL EDUCATION ASSOCIATION 1201 16TH STREET, N.W., WASHINGTON 6, D.C. ADAMS 4-4848

November 27, 1962

Mr. Harold E. Hill Vice President National Association of Educational Broadcasters 1346 Connecticut Avenue Washington 6, D.C.

Dear Mr. Hill;

Thank you for your November 14 letter to Dr. Gill with regard to the possibility of NAEB participating in the 1963 ASCD Conference in St. Louis, Missouri, March 10-14.

We are certain that we can make arrangements for your exhibit but it is a little early to make commitments. Will it be all right to hold this until late December and I will call you.

Sincerely,

Betty Low Atkins Exhibits Manager

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Scanned from the National Association of Educational Broadcasters Records at the Wisconsin Historical Society as part of

"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities, University of Wisconsin-Audison Department of Communication Arts, and Wisconsin Historical Society.

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